

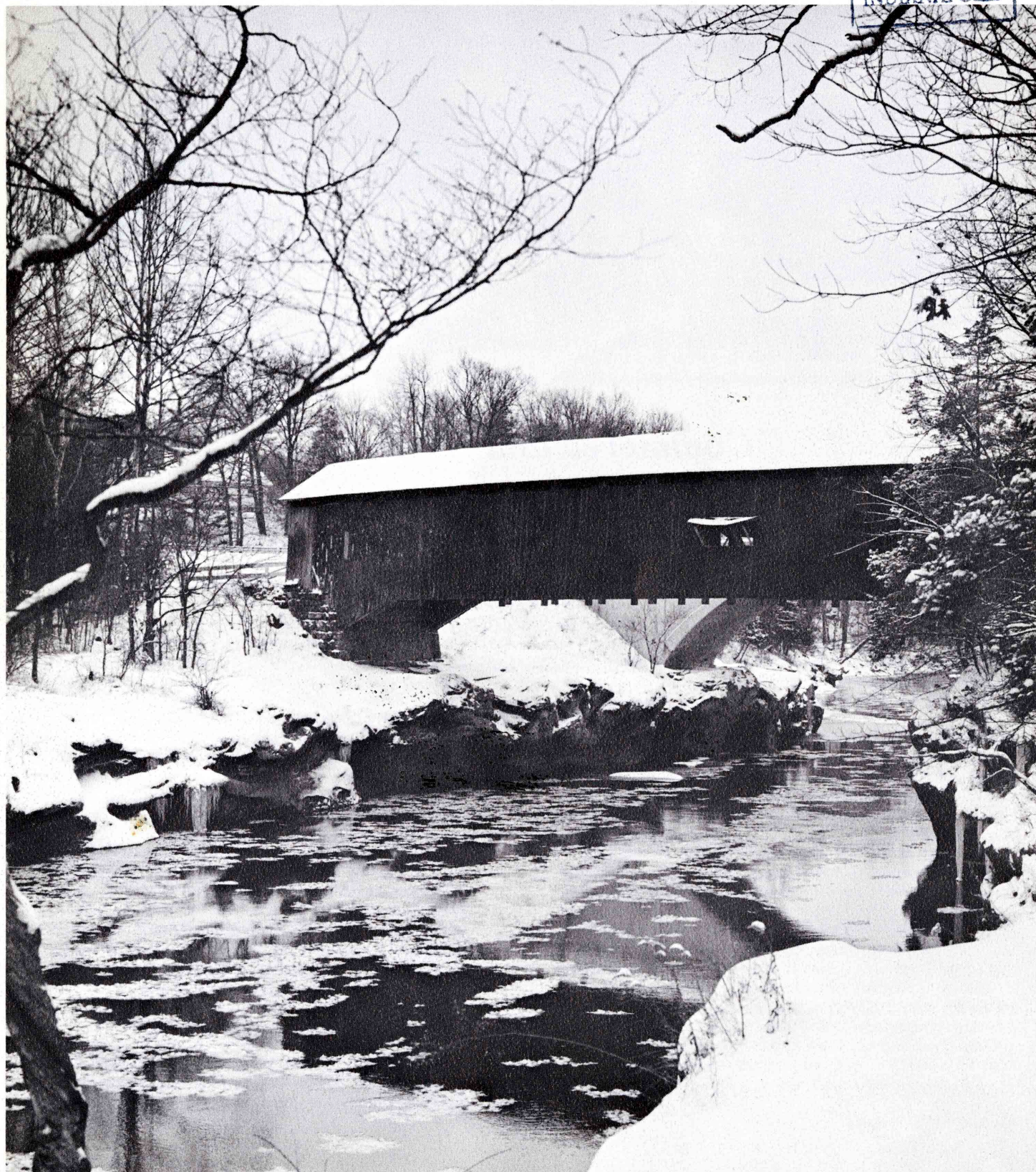
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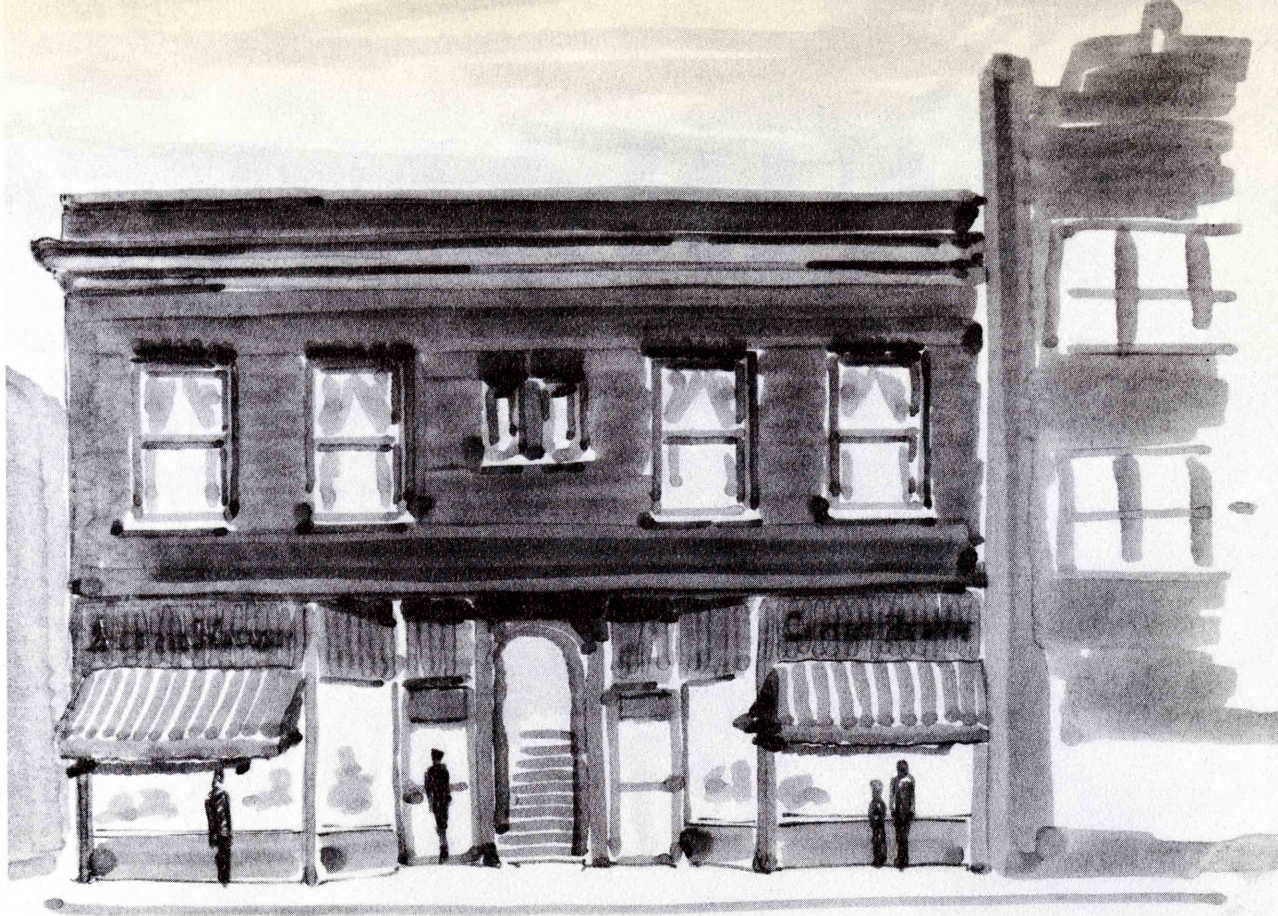
Commerce
and

INDIANA

JANUARY 1970

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Commerce and INDIANA **JANUARY 1970**

Commerce and INDIANA is a monthly publication of the Indiana Department of Commerce.

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Indianapolis, Indiana 46204

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COVER PHOTO

*Winter view of the covered bridge at Turkey Run
 State Park, Marshall, Indiana*

PHOTO THIS PAGE

*Architect's drawing of building in downtown Noblesville
 following restoration.
 (See story on Page 6.)*

PHOTO CREDITS

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Indiana Department of Natural Resources
All Others *Indiana Department of Commerce*

1969—A YEAR OF ACCOMPLISHMENT

By Lieutenant Governor
RICHARD E. FOLZ

I review our 1969 efforts and activities with a great deal of satisfaction. During the past year, the Indiana Department of Commerce compiled a record of solid accomplishment.

The Department undertook and successfully completed the transition from an economic development approach that for years had been rather haphazard to one which recognizes the need for a systematic program embracing other state agencies and related private organizations.

We have made other state agencies aware of their positive role in economic development by calling upon them for consultation in our day-to-day operations. We have let them know that their actions influence our potential for success. These agencies have been most cooperative.

Greater unity has been brought to the frequently overlapping work done by this department and by civic organi-

zations, utilities and transportation companies which have a primary interest in economic growth.

Our programs are geared to meet local or regional needs; it is on these levels that they often are best implemented. This local concept also provides the soundest framework for enlisting support for a project that will directly benefit a community, county or region.

The department is more sophisticated, utilizing computers and the research facilities of our state universities to seek out the best means of coping with Indiana's long term economic needs.

We have constructed a modern framework for economic development programs. That framework will be the basis for an even more productive effort in the coming 12 months.

DEPARTMENTAL ACTIVITIES REVIEWED

By Bill Watt

The year 1969 was one of innovation for the Indiana Department of Commerce.

It could be described as a "building year" but the term shouldn't be taken in the sense one alibis for a losing sports team. The building process was a necessary one—to gear the state's economic development programs to action; to provide sophistication; to change the entire direction of departmental efforts.

Projects were more ambitious during the year and carried long-range emphasis. They took into account certain national economic factors which altered the framework of what the department could reasonably expect to achieve.

Staff members describe the focal point of this new direction as the "85 per cent concept." That percentage refers to the estimate that 85 per cent of Indiana's industrial growth results from expansion by industries already operating in our state, or through the creation of "satellite" firms which serve other home industries.

Until the 85 per cent concept was implemented, Indiana's basic industrial development approach was largely keyed to luring new industry.

The thought of raiding parties ranging over the United States to snare new industry for Indiana is a glamorous concept. A quest for new industry can be surrounded by promotional hoopla and boomed as a dynamic example of an aggressive "sales force."

However, it is an enterprise that results in limited accomplishment. Total emphasis on attracting new industry would have crimped the scope of the department's efforts, limiting them to making a pitch to only 15 per cent of the potential market.

Moreover, inflation and its partner tight money joined with a national labor shortage to put curbs on the ability of all states to attract new industry. At this time, industries are reluctant to make expensive commitments to expansion or relocation while national economic trends remain obscure.

In light of this, a "new industry" oriented program would have been highly speculative. It would have placed Indiana in direct competition with 49 other states, many of them with larger budgets for industrial development.

One venture for getting new industry—the Hoosier Hospitality Tour—was highly successful. Seventeen business executives spent three days in Indiana during May. They were given detailed background information on the state's industrial climate as well as specific data on the cities they visited. Five companies which sent representatives on the Hospitality Tour since have announced plans for location of facilities in Indiana. Cost of the tour was underwritten by Indiana businesses and associations.

(Continued on page 4)

(Continued from page 3)



The Hospitality Tour's success emphasized another emerging trend in industrial development. Now, companies are looking to the small and medium sized cities for new installations. These cities don't have the problems that are crippling the capabilities of many large metropolitan areas and preventing them from absorbing new industry. The tour focused on small cities and the results proved the accuracy of that approach.

Major expansions were undertaken by five northwest Indiana steel companies. Existing electronic and automotive components manufacturers were another important source of additional factory space and jobs.

One example of the 85 per cent concept at work is the Budd Company.

A proposed \$36 million expansion by that firm was saved for Indiana after Lt. Gov. Folz, the Department of Commerce staff and heads of several state agencies met with company officials and tax specialists to discuss several problems the company had encountered.

Several days later, the lieutenant governor received a letter from a Budd official, which read in part: "... I have just received word that, because of your fine assistance, the board of directors has approved the expansion program in Gary which we discussed."

Budd's automotive stamping installation at Gary is scheduled for completion in July. It will provide 1,500 new jobs and add \$15 million to the company's annual payroll.

On several occasions, the lieutenant governor, members of his staff and representatives from other state agencies met with the business leadership of Indiana's largest cities to give briefings on state government policies involving business and to field questions on problems industry considers important.

These sessions were well received and the department plans to continue them in 1970.

Fifteen industrial development professionals joined together last summer to form the Lieutenant Governor's Working Committee for Industrial Development.

The group has initiated projects related to community development, cooperative national advertising by Indiana companies which benefit from industrial growth, and preparation of an economic development legislative program for the 1971 General Assembly.

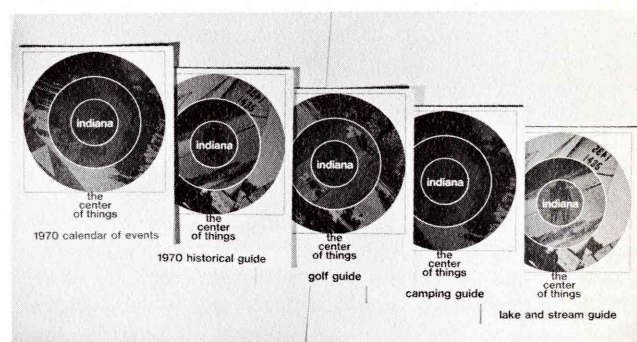
Taking note of the greater sophistication needed for a successful industrial development program, the department and Indiana University engaged in a project for a computerized data retrieval system.

Some difficulties have been encountered in compiling the complex volume of information on Indiana's 97 largest cities that has been fed into the computer bank. Nevertheless the system is now in the final stages of readiness.

Information for an industrial prospect will be available at the touch of a button and the system has a twofold purpose. First, a complete economic and cultural inventory will be available on each city. Second, the retrieval system is programmed in a fashion that will allow a prospect to list a number of requirements for a new plant location. The computer will respond with a listing of Indiana cities and industrial sites which fulfill those requirements.

This system will greatly facilitate the processing of inquiries during the coming years. It has been designed to allow convenient updating of information.

Industrial development long has been identified in the public mind as one principal function of the Department of Commerce. The other most widely-known aspect of its responsibilities is the development of the Hoosier state's tourist industry.



Tourist promotion took a new tack during 1969, with an eye-catching "Indiana—The Center of Things" theme and a new emphasis on local tourist development and publicity.

The slogan makes reference to the Hoosier state's location in America's heartland. Moreover, it aims to underscore the variety of events and sights in Indiana, as well as document the quality of life Hoosiers enjoy.

For too long, non-Hoosiers have thought in terms of the 500 mile race, basketball and Brown County as the sole interesting ingredients of our state.

The department is telling them that Indiana encompasses much more.

Colorful brochures are one established technique for promotion and information. The Tourist Division distributed 250,000 travel brochures printed for the department. Cooperating with local organizations and owners of private tourist attractions, the division obtained and distributed 700,000 additional brochures calling attention to particular localities and events.

The distribution volume is a record.

Recognizing that the interstate highway traveler often isn't aware of worthwhile side trips within easy range of the major through routes, the Tourist Division experimented with a traveling information station.

Making one-day stands along key highways, staff members provided free Gatorade from Stokely Van Camp and distributed thousands of pamphlets to passing motorists. Beforehand, they were made familiar with specific local attractions so they could steer travelers to them.

The project was well-received and will be expanded in 1970.

Work with local development agencies was intensified because it is as important to insure that travelers find interesting activities and adequate accommodations as it is to promote these activities. Indiana has scores of local

events and attractions that could draw a greater volume of visitors if they were properly developed and publicized.

The Tourist Division provided consulting services to many local organizations. It also took steps to tie together, on a regional basis, private developers and civic organizations which share common interests.

For example, the division works with the three-state Lincoln Heritage Trail Foundation. That organization promotes the historic route that traces Abraham Lincoln's life in Kentucky, Indiana and Illinois. The foundation supporters plan to establish two permanent information centers along the Indiana segment of the trail. The tourist staff helped drum up financial and promotional support for the foundation.

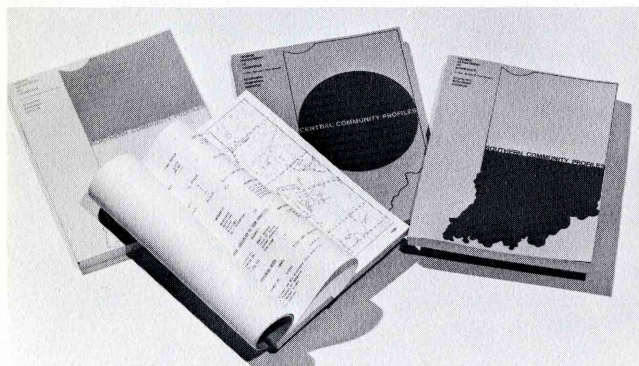
At this time, the division is formulating plans for creating tourism organizations in each of the state's 14 economic development regions. These organizations will bring together the local tourist industry and begin programs to accelerate the economic potential of tourism in each region.

The division also was successful in getting Indiana tourism on several national television programs, most of them outdoor sports-oriented.

An Indiana delegation, headed by Gov. Edgar D. Whitcomb and Lt. Gov. Richard E. Folz, journeyed to Orangeburg, S.C., last July to make a bid for the 1971 convention of the National Hikers and Campers Association.

If Indiana lands the convention, it will bring nearly 50,000 tourists to this state for a week. Revenue is estimated in the millions of dollars.

Tourism and industrial promotion aren't the only facets of the department's interests.



The Economic Research Division cranked out volumes of economic data valuable to the state's development programs.

It compiles background information on Indiana cities and industry groupings on a continuing basis. During the past year, the division updated population forecasts and published new "Community Profiles", a city-by-city directory in three volumes containing information useful to an industrial prospect. The profiles embrace 109 cities and discuss their economic, cultural and industrial environment.

A report, "The significance of Imported Consumer Goods in Indiana Retailing", recently was completed. The study deals with subjects such as recent trends in Indiana retail management, imported goods sold by Hoosier retailers and the sources for those commodities. The report includes an outlook for import merchandising.

A complete inventory of 1968 industrial expansion was published in early autumn. The Research Division study pinpointed industrial growth and employment for that year.



The International Trade division completed a successful European trade mission and branched out into new avenues of export promotion.

A team of Hoosier businessmen, led by Gov. Edgar D. Whitcomb, sought markets for Indiana products during a three-week barnstorming tour of Western Europe and Greece. As a result, the governor expressed interest in establishing an Indiana trade office in Europe to provide a sustaining program to stimulate foreign sales of Hoosier manufactured goods.

International Trade programs took into account the fact that banks now provide more comprehensive trade services to industry.

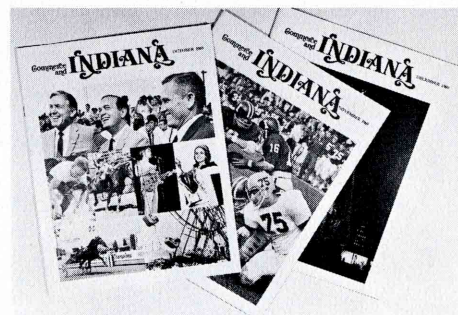
While the department's trade endeavor still emphasized working with industries getting their feet wet for the first time in foreign markets, it initiated educational programs designed to upgrade the expertise of small company executives who are working to develop markets for their products.

Farm exports have accounted for a substantial chunk of the state's export volume. In cooperation with Purdue University, the division expanded its liaison with producers and processors of farm commodities.

The dominance of soybeans as an export commodity for export to Asia is threatened by the emergence of alternative crops. The division, through presentations, outlined steps Indiana producers can take to hedge themselves against declining soybean sales.

Throughout the year the entire question of agricultural exports was kept under study. The International Trade Division now is formulating plans for a systematic approach to upgrade the exportability of Hoosier commodities.

The first ore boats began berthing at Indiana's Burns Harbor port during the summer. The division increased its promotion of the port as a significant "plus" factor in the state's export-import potential.



Coordinating the departmental promotion mechanism was a revamped Information Division, which geared its output to embrace the needs of the electronic media. More frequent use of radio and television reports expanded the department's forum for getting its story across to the public.

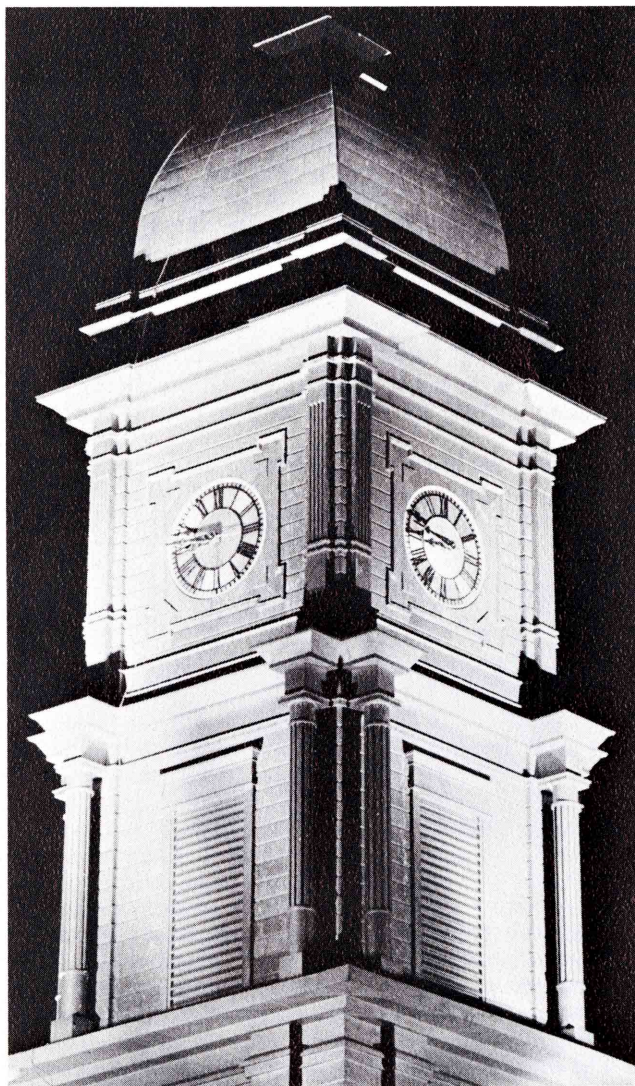
The division created a departmental speakers' bureau, which provided staff members for some 100 speeches be-

(Concluded on page 9)

Noblesville Goes Victorian

In these times of hustle bustle, futuristic automobiles, and jet planes that transport 500 people across the country in a couple of hours, its refreshing to stand on the Noblesville courthouse square and look backward in time. Yes, Noblesville is a city looking backwards, architecturally speaking that is—for most of the downtown area buildings have the basic Victorian lines, up until now asleep in the past.

The idea to accentuate this latent beauty was born in the local Chamber office. Mrs. Naomi Bush, Chamber manager, saw the possibilities of such a restoration project when she assumed her duties three years ago.



With the help of Ray Taylor, chairman of the Civic Betterment Committee and Jack Pecsok, Indianapolis architect, plans were formulated and business people contacted to get their reaction. The response was immediate, with many merchants and professional people anxious to effect such a project.

An interesting facet of this renovation program was the simple and relatively inexpensive process involved in going "Gay 90's". The basic lines of the buildings remain untouched except for cleanup and painting. Any businessman interested in improving his building had only to contact architect Pecsok and he would be provided with a sketch and color scheme designed to accentuate the original beauty of the frontage.

Recently the Hamilton County Courthouse underwent partial restoration, with more planned for the future. The Victorian theme will certainly be in evidence here, as plans call for 20 gaslights to surround the impressive old building.

The Indiana Museum of Transportation and Communication (IMOTAC), located in nearby Forrest Park, donated an old Delaware and Hudson Railroad car to be used as the new quarters for the Chamber of Commerce. This was brought about largely through the efforts of Dr. Howard Blackburn, long active in IMOTAC.

Restoration of the car was done by a voluntary group of six retirees this past summer. The local Firestone plant assisted by restoring all the brass objects in the car to their original luster. Most of the old furniture will be utilized. Any new furnishings will be 'mini' sized due to the narrowness of the car, 9 ft. x 75 ft. When completed the chamber will include a conference room, office space, reception room and rest rooms. The restored car will provide Mrs. Bush with a most unusual atmosphere in which to 'conduct' her Chamber of Commerce functions.

The ultimate aim of Noblesville's restoration project is total business involvement. From the interest generated at this point the objective must be regarded as realistic.

Looking back could have a positive result on Noblesville's future.

The Hamilton County Courthouse tower in Noblesville following renovation.

INDIANA TO BE WELL REPRESENTED IN NATIONAL TRAVEL SHOWS

Indiana tourist promotion moves into high gear this month as members of the Commerce Department's Tourist Division begin carrying the Hoosier message to many of the national travel shows.

The Tourist Division reaches many vacation-minded Americans by participating in these shows. With the increased interest in travel, more and more people get the latest information on possible vacation spots at the various travel shows.

The 1970 national travel shows begin in January. As many as 30 states promote tourist attractions in their areas at the different shows. Indiana is scheduled to take part in seven different exhibits, including shows in Chicago, Columbus, Dallas, Des Moines, Detroit, Houston and Indianapolis.

Travel hostesses from the Division will represent the Hoosier state at the shows, wearing their new three-piece suits of red, white and blue. They will speak with prospective tourists from all over the nation, extolling the virtues of an Indiana vacation and explaining the reasons for the state's tourism theme "Indiana—the Center of Things."

An unusual booth of modernistic design, featuring unique color combinations, will be the focal point of the Indiana display.

Members of the Tourist Division model their new ensembles. Shown below from the left, clockwise, are: Ellen Record, Cheryl Culp, Linda Jester, Sherrill Adams, Peggy Howard and Eva Lou Messick.



'Operation Breakthrough' Housing To Benefit Many Indiana Cities

The selection of Indianapolis as one of the initial sites for construction of "Operation Breakthrough" prototype housing by the Department of Housing and Urban Development will affect more of the state than the capital city.

"Operation Breakthrough" is the major effort of the Nixon Administration to develop large-volume, lower-cost housing to increase the nation's housing supply.

The cities originally chosen will serve as showcase sites for the prototype housing units.

Indianapolis was chosen in part because of the excellence of its presentation and because of the effort by the state as a whole.

The Planning Division of the Indiana Department of Commerce contacted a score of Indiana cities and helped them fashion site proposals. Thirteen Indiana communities offered bids for the pilot housing project, more than any state. These bids made up 1/10 of all the proposals received by HUD from the 50 states.

Indiana cities making application included: Indianapolis, Columbus, South Bend, Kokomo, Fort Wayne, Gary, Marion, Anderson, Terre Haute, Evansville, East Chicago, Hammond and Mishawaka.

The close cooperation among the 13 Indiana cities which applied for the prototype sites indicated clearly to the Department of Housing and Urban Development that Indiana state and local governments have the ability to cooperate in the aggregating markets and in meeting the HUD standards set for the development of prototype housing and prototype sites.

HUD Secretary George Romney indicated that states in which prototype sites are located will receive priority consideration for participation in all projects administered by the Department of Housing and Urban Development.

Thus, the effort of all 13 Indiana communities that participated in the program will be rewarded, even though Indianapolis was the only site selected in the state for the display of prototype housing.

The project, designed to offset rising housing costs, will have large firms apply assembly-line efficiencies to residential constructions. Technologically advanced materials and building techniques also will be stressed.

When completed, the prototype housing will serve as models to induce both manufacturers and housing developers, including cities and states undertaking public projects, to adopt a similar approach.

The other states awarded prototype sites are Michigan, Texas, Missouri, California, Delaware, New Jersey and Washington.

The Federal government also informed the state that National Homes Corp., an Indiana-based mass producer of homes and housing components, will build several prototype units.

Port Advisory Commission Named

Five persons were recently appointed to the Regional Port Advisory Commission by Lt. Gov. Richard E. Folz. The group, working with the Indiana Port Commission, will push for early development of a port on the Ohio River in Vanderburgh or Posey counties.

Those named to serve on the commission are:

- Otis B. Allyn of Mt. Vernon.
- William Keck of Mt. Vernon.
- William E. Hamsley of Evansville.
- Jacques Caldwell of Evansville.
- Daniel A. Manion of South Bend, Industrial Development Director of the Indiana Department of Commerce.

The advisory commission met in Indianapolis in mid-January, and took the initial step towards getting work underway on the Southwestern Indiana port. Members recommended the firm of Sverdrup & Parcel and Associates, Inc., of St. Louis to conduct a feasibility study.

The Indiana Port Commission now must analyze that recommendation and reach a decision.

"After the studies are completed the real activity will begin, namely preparing information so the 1971 General Assembly can get the job done," Folz said.

Pellon Associates To Build Industrial Complex Near Madison

Pellon Associates Inc., a synthetic products manufacturer, has purchased a 267-acre site near Madison for construction of an industrial complex.

The initial employment level is estimated at 150, with an eventual increase to 1,500, according to a spokesman for the firm.

The Indiana Department of Commerce provided assistance to the company and city in resolving a number of questions relating to Pellon's decision to locate in Indiana.

Pellon is a division of the Carl Freudenberg organization, with headquarters at Weinheim, Germany. The company produces seals and custom molded parts, leather products, non-woven materials, coated synthetic fibers and fiber board.

The company plans to construct four production units on the Madison site. The first, manufacturing fiber board, is scheduled to be in operation by December. Other installations will be completed by 1972, according to the company.

At the time the purchase was announced, Lt. Gov. Richard E. Folz said that a team effort involving Madison civic leaders, utilities and the Department of Commerce was responsible for obtaining the new industry.

"Pellon's decision to locate in Madison is an important one to the economy of southeastern Indiana because it underscores the high potential this area has for economic growth," Folz said. "We are extremely pleased to add this important new industry to Indiana's business community."

Department of Commerce Staff Activities

Van Barteau, executive director of the Indiana Department of Commerce, was in charge of one of the presentations made at the 24th annual conference of the Association of State Planning and Development Agencies. The annual meeting was held Nov. 30-Dec. 3 in Scottsdale,

Arizona. Barteau serves as secretary-manager of the Hoosier state's Economic Development Authority.

The program of the annual meeting was designed to present timely, in-depth information on subjects important to state directors of economic development.

Barteau's subject was "Potential Growth of Foreign Investments in the United States."

Other subjects on the program were: "Atomic Energy for State Economic Development," "Pros and Cons of Regional Advertising," and "Industrial Development of Indian Reservations."

The Scottsdale meeting was attended by more than 60 state and Federal officials, representing 39 states.

John K. Snyder Jr., director of the Tourist Division, Indiana Department of Commerce, gave a number of speeches on tourism last month. On Dec. 1, he spoke to the Northside Optimist Club in Indianapolis. He talked to the Lincoln Hills Resource, Conservation and Development Committee in St. Meinrad on Dec. 14. On Dec. 16, Snyder spoke to the Clark County Women's Republican Club in Jeffersonville.

Dan Manion, industrial development director of the Indiana Department of Commerce, spoke to members of the Indianapolis Junior Chamber of Commerce at their December 3 meeting in the ISTA Building. His subject was industrial development in Indiana . . . On December 19, Manion went to Portage for a meeting of the Indiana Port Commission. He toured the port site with Senator Robert Orr and Representative Joel Deckard and other members of the Port Advisory Commission. (See related story on page 8.)

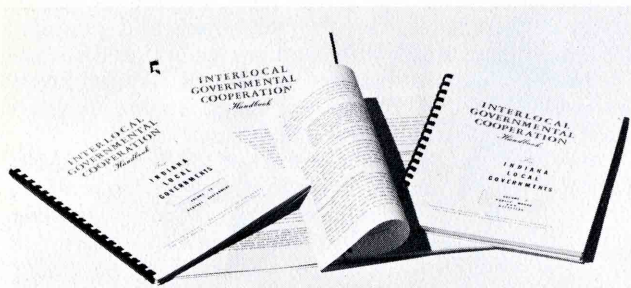
Linda Jester, assistant director of the Tourist Division, spoke and presented a slide show on Indiana tourism to the Northside Kiwanis Club in Indianapolis on Dec. 9. She also spoke to the Owen County Extension Homemakers in Spencer on Dec. 16.

Michael Organ, assistant director of the Tourist Division, spoke and presented a slide show on tourism to the Delaware County Young Republicans on Dec. 10 in Muncie.

Review of Commerce Department Activities

(Continued from page 5)

fore local civic and development organizations. Another innovation was the launching in October of a new magazine, "Commerce and Indiana", with a large circulation both in Indiana and in other states. The magazine is more than competitive with the publications of other states, which for years overshadowed Indiana's achievements in this promotional field.



There is a growing awareness by state and local governments throughout the nation for the need of comprehensive long range planning. The Indiana Department of Commerce supervises the state planning agency, which is the principal source of administering Federal funds for local planning.

In the late fall, the Planning Division prepared and issued a series of handbooks for use by local governments in the state.

The Planning Division became involved in two highly significant projects during 1969.

When the Federal Department of Housing and Urban Development announced it was seeking bids for pilot projects under Operation Breakthrough—an ambitious national program for increasing the volume of housing systems—the Planning Division contacted a score of Indiana cities and helped them fashion site proposals. Thirteen Indiana cities offered bids for the pilot housing projects, more than any other state.

Indianapolis was one of eight cities selected for initial projects but efforts of the other 12 Hoosier cities weren't in vain. Because of the interest shown by this state in the project, which HUD considers its most important, the

state has been given assurances that these 12 cities will be a priority position to obtain federal assistance for planning and housing development.

(A more detailed report on "Breakthrough" appears on page 8.)

The Department of Commerce initiated a two-year state economic survey, with the goal of providing the basis for action programs of economic development.

The framework of the survey is based on the state's 14 economic planning regions. It will seek answers to these questions:

—What economic development organizations and programs now exist in each region and how effective are they?

—What are the industrial development advantages and disadvantages of each region?

—What specific industries are most likely to locate in a particular region?

Dovetailed into the project is a survey of the state's housing needs.

The study was deemed necessary because Indiana does not have the basic information needed to develop meaningful long-range programs to enhance its economic growth.

Survey findings and recommendations will be utilized by the department and local economic development organizations as the groundwork for specific programs in each region. Preliminary results are expected in June.

The Planning Division is coordinating the survey, with help from Indiana University. Other state agencies have been invited to indicate their needs for economic data to enable them to apply the results of the state survey to their own planning goals.

This recounting of 1969 accomplishments illustrates the objectives of the Indiana Department of Commerce and the importance it attaches to local development, intensive state and local promotion, long range planning, and the application of modern techniques for carrying out its responsibilities.

The results of 1969's innovations by the Indiana Department of Commerce already are becoming evident. They point to the most comprehensive and sustained drive for economic development in Indiana history.

Here In Indiana

Elwood Haynes Museum

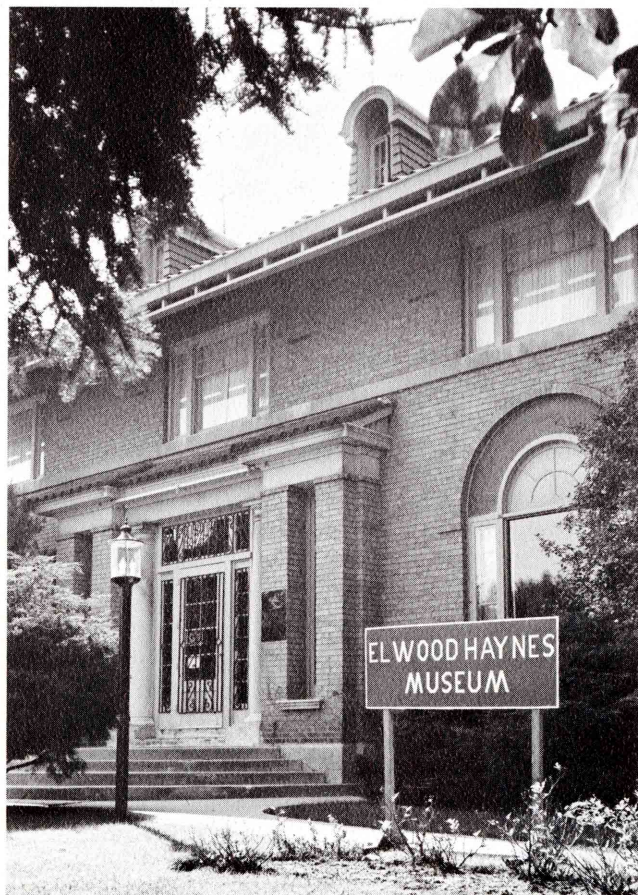
When people think of Kokomo, they usually associate the North Central Indiana city with the famous Miami Indian chief Ko-Ko-Mo, or remember Perry Como's rendition of the song that did much to popularize this bustling city. And one can't overlook Kokomo's contribution to Indiana basketball lore . . . a member of the powerful North Central Conference, the team is always a threat at tournament time.

Few people are aware that America's first commercially built "horseless carriage" came into being in Kokomo.

The inventor, designer and builder of the first mechanically successful automobile was Elwood Haynes—scientist, metallurgist, industrialist, educator, and philanthropist.

Haynes settled in Kokomo in 1892, following stints as principal of the high school in Portland (his birthplace) and as field superintendent for the Indiana Natural Gas Company.

It was in Kokomo that Haynes pursued his quest in search of a use for gasoline, a substance with no known value at that time. And it was in Kokomo that Haynes realized his long-time dream of building the first automobile.



In 1893, Haynes bought a one-horse power upright two cycle engine that used gasoline for fuel. A few months later he hired Elmer and Edgar Apperson (for 40¢ an hour) to build his contraption in their Kokomo machine shop, using Haynes' specifications and plans.

On July 4, 1894, Haynes took his car out in the country (so as not to frighten the horses in town) and made a successful trial run of six miles at seven miles per hour.

Haynes refused to sell this first car, but in 1910 he presented it to the Smithsonian Institute where it may be seen today.

Elwood Haynes and the Apperson brothers formed a partnership in 1898 and began production of the automobile. They dissolved their company four years later. Each went their own separate way, although they enjoyed a friendly, but competitive, relationship for many years.

These men were the forerunners of a bevy of automobile factories. Since Haynes made his first car, some 256 different makes of automobiles have originated in Indiana.

As a metallurgist, Haynes created various alloys. His best known is a cobalt alloy called stellite. The first man to foresee the value of stainless steel, Haynes eventually produced this metal. He also developed and produced space-age metals which withstand terrific heat and stresses and virtually eliminate corrosion. Various Haynes' inventions were utilized in the two world wars. Stellite alloys are used today in our missile and space programs.

Last December, Cabot Corporation of Boston, Mass., purchased all the assets of Union Carbide Corporation's Stellite Division in Kokomo. Stellite has been a Kokomo industry for 54 years, having been founded by Haynes as the Haynes Stellite Company in 1915. It has been a division of Union Carbide since 1920.

The Elwood Haynes Museum on South Webster Street in Kokomo is the home occupied by the Haynes family for the ten years prior to his death in 1925. The first floor is devoted to Haynes life and achievements with many exhibits, one of the most interesting being a 1905 Haynes automobile that sold for \$1350, a handsome price then.

The second floor exhibits concern many items which are, or have been, manufactured in Kokomo.

The Haynes Museum is open to the public, free of charge. Hours are: Tuesday through Saturday, 1 to 4 p.m.; Sunday, 1 to 5 p.m.; nights by appointment for groups.

School tours of the museum are encouraged. Arrangements may be made by writing the museum or phoning 317-452-3471.

"On The Road," a half hour film history of the automobile industry, is also available at the museum.

*left and opposite: the Haynes Museum in Kokomo.
back cover: a 1924 Haynes Automobile*

ELWOOD HAYNES

1857 - 1925

- INVENTOR
- SCIENTIST
- METALLURGIST
- INDUSTRIALIST
- EDUCATOR
- PHILANTHROPIST



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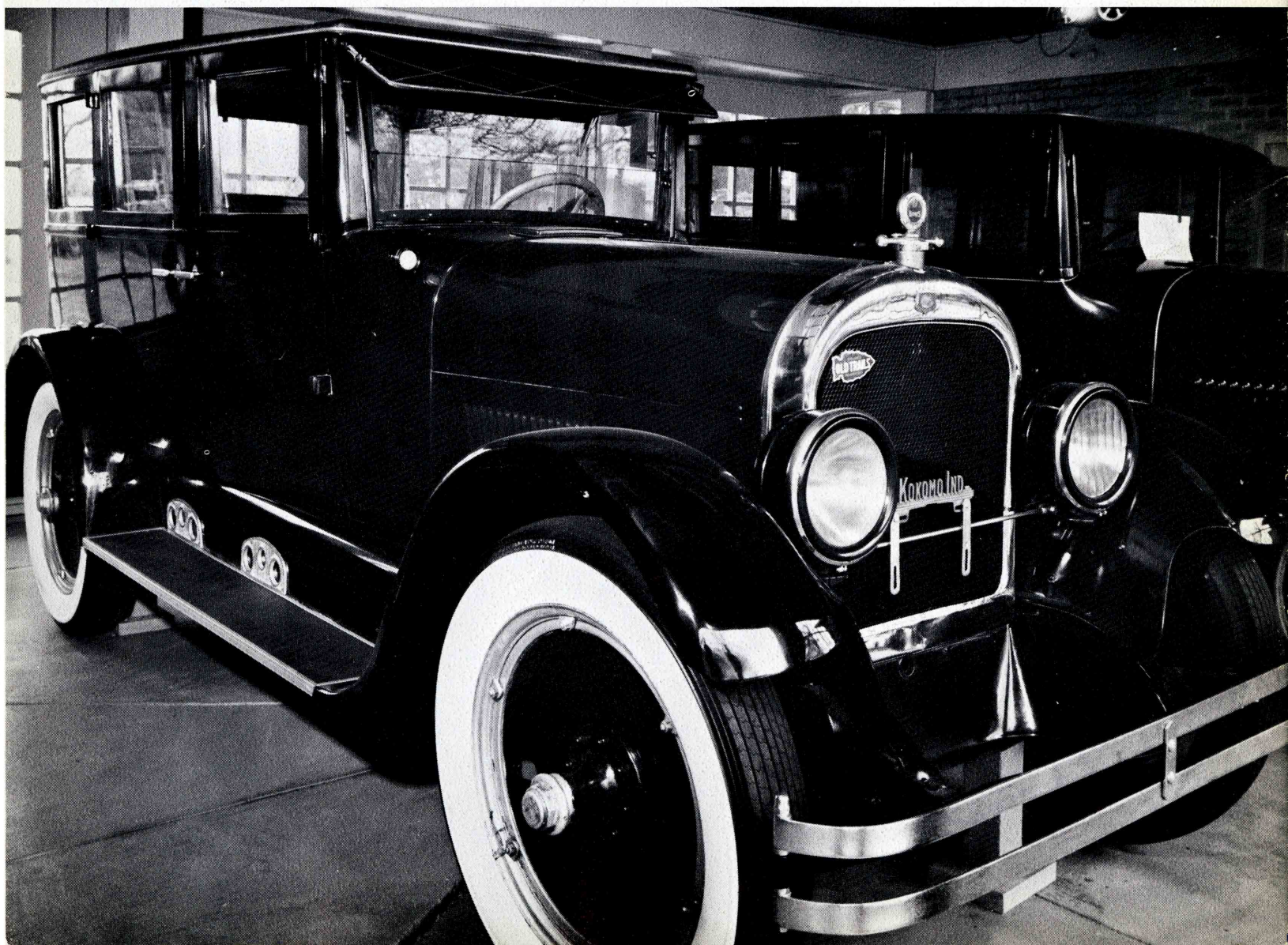
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COVER PHOTO

On the Lincoln Heritage Trail.

PHOTO THIS PAGE

Sculptured doors in New Harmony.

PHOTO CREDITS

*Opposite pagecourtesy H. D. Witherspoon
All othersIndiana Department of Commerce*

Carved By Fire!

Two unique wood sculptures embellish the double doors leading to the Red Geranium, a restaurant located in the refectory complex of the cultural center in New Harmony. The refectory is just across the park from the widely known roofless church.

These doors are representative of the growing collection of fine art and architecture at the center, which is located on the site of the Utopian cooperative community founded in 1825 by Robert Owen, the English social reformer.

Herold D. Witherspoon of Armonk, N.Y., received the commission to design and execute the doors from Jane Blaffer Owen.

The doors symbolize the life and philosophy of leading Protestant theologian Paul Tillich (1886-1965) and were erected during ceremonies marking the first annual Paul Tillich Commemorative Lectures in the spring of 1968.

Two hooded figures, of near heroic size, were designed to express the mystery of life which Paul Tillich sought. One figure depicts a young shepherd, with a lamb across his shoulders. This is intended to give a feeling of closeness to the earth. The other figure is an aged prophet, carrying an owl—the ancient classical symbol of wisdom—under his left arm.

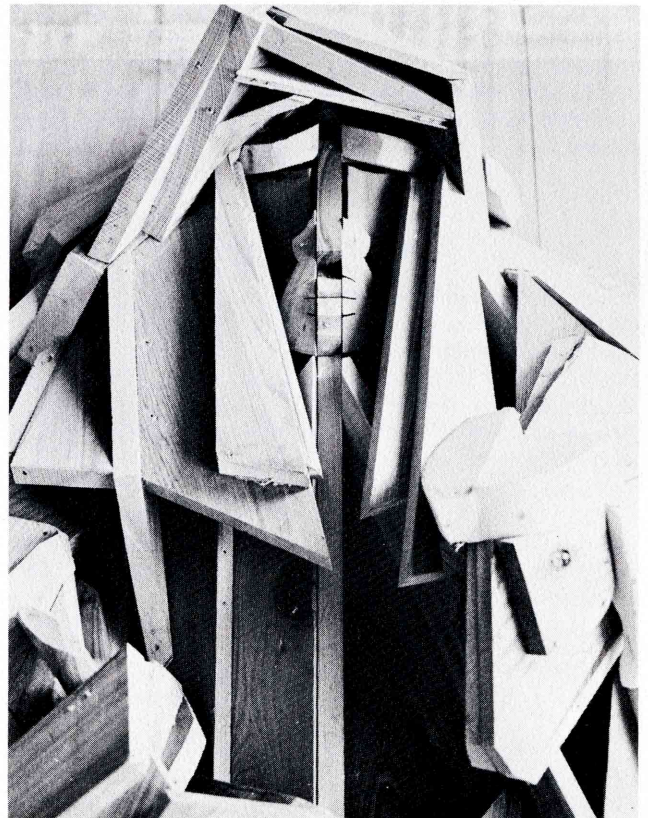
The construction and technique of carving the figures is a unique method. As far as Witherspoon knows, he is the only artist in the world who carves sculpture with fire—a blowtorch.

His figures are constructed without metal, using only wood, dowels and a very strong, heat-resistant glue. Since first devising this process in 1959, Witherspoon has made over 200 sculptures, many of them animals. In 1960, he visited the caves of Lascaux, France, and the prehistoric drawings there influenced his carvings.

According to Witherspoon, after the initial burning with the blowtorch, he removes the layer of carbon with a soft wire brush, then burns again. "In some pieces, a single surface will be burned two or three dozen times," he said. The burning is the secret of the grained and darkened effect, for no stains are used.

Prior to executing the Tillich doors, Witherspoon did much research into the life, work and teachings of the German-born theologian.

In a commemorative speech written for the dedication of the doors and the refectory, Mrs. Witherspoon wrote, "Tillich lived always on the boundary, in the doorway, so to speak, between the old and the new; between philosophy and theology; between vulnerability, which is youth, and wisdom, which is age." The figures are symbolic of his philosophy.



right: close-up of "The Shepherd" following construction of the sculpture and before beginning the burning process.

opposite: "The Shepherd" and "The Prophet" as depicted on the Tillich doors.

INDIANA POPULATION INCREASES TO CENTER ON TWO AREAS OF STATE

By Bill Watt

Population increases in Indiana during the next 15 years will center on two areas of the state which have been growth pace-setters for a decade.

A corridor of counties running from the Elkhart area along Lake Michigan's rim to Chicago will undergo rapid expansion, with Porter County expected to record an impressive population increase of more than 70 per cent by 1985.

The other major growth region is the cluster of suburban counties around Indianapolis, with Hendricks County likely to be fastest growing among the state's 92 counties.

Those are highlights of a recent report, "Population Projection", issued by the Indiana Department of Commerce and compiled by its Economic Research Division.

The report seems to confirm some already discernible trends.

Industrialized areas which have enjoyed sustained growth during the past decade will continue to add new residents, as will nearby "suburban" counties.

Rural counties in western and southwestern Indiana—which have substantially less industry and poorer transportation facilities—can expect stable or declining populations.

Basis for Projections

The population forecasts were based upon historic and current trends in population and economic growth. The predictions assume that a moderate decline in the national fertility rate will continue during the period. Furthermore, the projections assume no major disruptive influence on population growth, such as a major economic depression or large-scale war.

Marion County, with a current estimated population of 803,322, will sustain a 34.5 per cent increase in population by 1985. That would bring the number of county residents to 1,080,083. But growth in most adjoining counties will be much more spectacular.

Mid-State Population to Boom

Hendricks County, just west of Indianapolis, will experience a population explosion of 76.9 per cent over the 15-year period, the report estimated. That would add nearly 43,000 residents to its present population of 55,506.

Johnson County, now with 57,671 inhabitants, will mushroom to 97,781 by 1985—a 69.5 per cent increase. Morgan County can look forward to a 53 per cent surge.

The projection estimates these increases for other counties bordering on Marion County:

Boone	19.5 per cent
Hamilton	46.5 per cent
Hancock	45.3 per cent
Shelby	25.6 per cent

Porter County encompasses Indiana's new deep water port, some important new heavy industry installations and significant suburban development because it lies on the fringe of the Chicago-Gary metropolitan area. The population boom has been a fact in this county for a decade. The anticipated population growth by 1985 is 72.4 per cent, the report said. If that prediction holds up, the population will increase from 87,745 to 151,268.

If you want to compare Porter County's 1960 population with the expected level in 1985, the figures show a 150 per cent jump over a 25-year period.

Additional Projected Increases

Northwestern Indiana counties expected to register population increases in the 25 to 50 per cent range are Lake, La Porte, St. Joseph, Elkhart and Kosciusko.

Fort Wayne, long a major distribution center and home of diversified industries, will continue its solid growth with a 28.3 per cent increase by 1985, the report said. That would place Allen County's 1985 population level at 348,982, up from 271,934 at the present time.

At the other end of the state, two Indiana counties across the river from the Louisville, Ky., metropolitan area should absorb healthy increases. A 46.1 per cent hike is predicted for Clark County and a 32 per cent rise is forecast for Scott County.

Those are the only two Ohio River area counties likely to receive large portions of new residents.

Very moderate increases are predicted for Vanderburgh, Warrick and Dubois counties, but their southwestern Indiana neighbors will lose residents, the report indicated. The same situation is probable in a strip of counties running along most of Indiana's western boundary.

Study Includes Other Forecasts

"Population Projection" also ventures into some other forecasting, including working age population estimates, overall growth predictions for Indiana and its sister north central states and some capsule interpretations of the impact of changing patterns in age group levels.

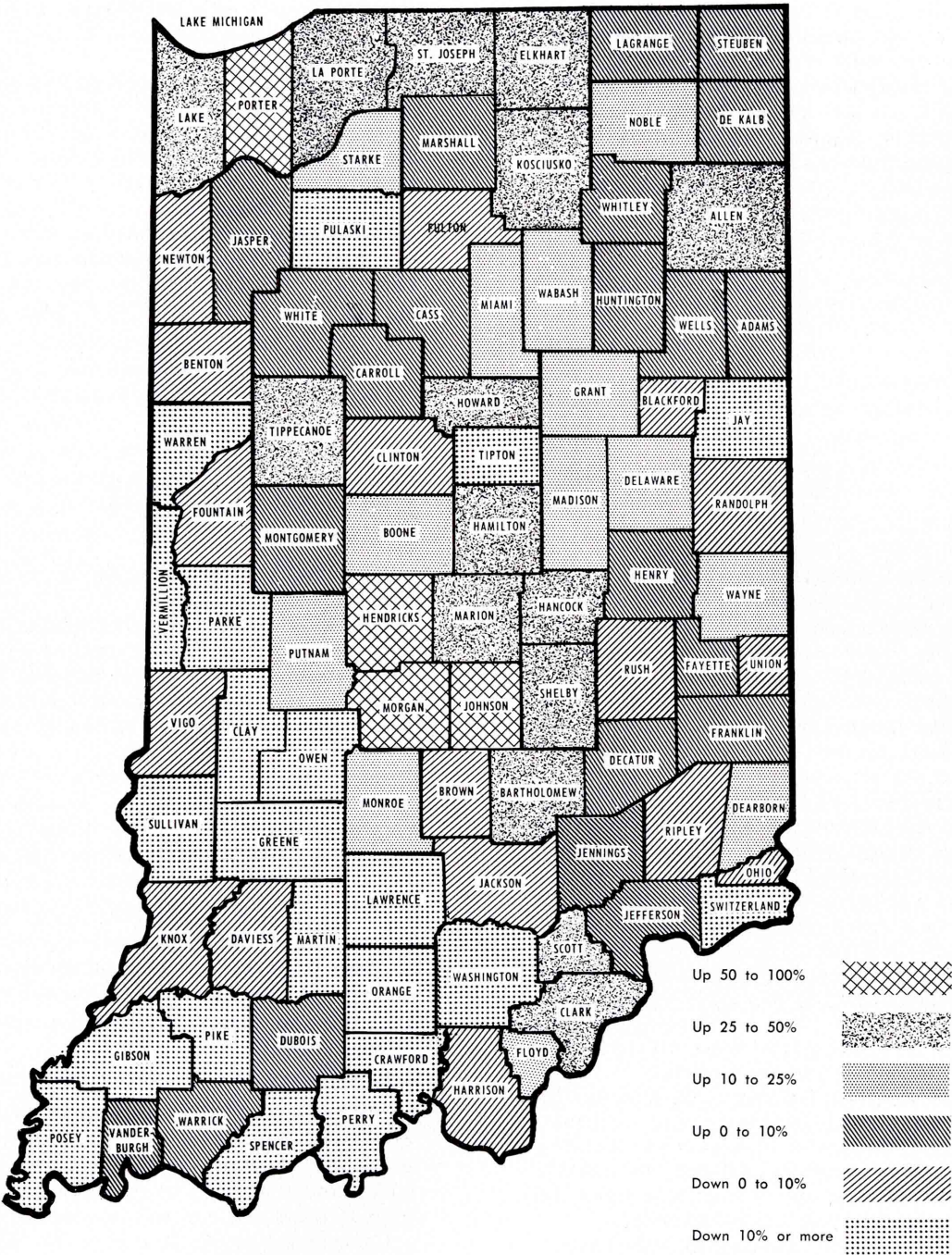
The report noted a leveling off of elementary school age population and said current indicators point to a moderate decline in the number of six- to 13-year-old

children at least through 1975. However, the immediate future holds a substantial increase in high school age population through 1975, when a downward trend will set in.

The publication mentions the fact that since 1960 neither the state's nor the nation's population has been increasing as rapidly as in the 1950-1960 decade. In computing Indiana's population growth prospects

in comparison with the nation as a whole, the Economic Research staff used several yardsticks. One of them, presuming that gross migration rates of the 1955-1960 period will continue and that a very moderate decline in the national fertility assumption will prevail, indicates an Indiana increase of about 8 per cent every five years to 1985. That would be slightly below the national average.

Percentage Change in Estimated Populations of Counties From 1970 to 1985



Indiana Industry Should Gain in 1970

More than half the nation's major manufacturers can expect to show gains of at least 5 per cent in 1970, the United States Department of Commerce predicts. Generally, Indiana industry will fall in line with this trend.

The forecast was prepared by the Business and Defense Services Administration of the department and was based on results of a survey of selected manufacturers.

The report noted that 1969 was a record year nationally for the mobile home industry. Indiana is a leader in mobile home production and the report predicts that 1970 shipment will rise 19 per cent nationally. That percentage should hold true for Indiana firms, the report said.

Indiana also is a major producer of consumer electronic products, primarily television receivers, radios and phonographs. U.S. factory shipments will be up about 4.4 per cent, the report said. A 9 per cent increase in phonograph records is projected. A continued decline in black and white television receiver production is expected.

The report noted that imports in this category will continue to increase at a rapid rate, especially Japanese-made products. Imports were up 15 per cent in 1969 compared to the previous year.

Another category in which Indiana holds a leadership position is drugs and pharmaceuticals. National indicators

point to a 9 per cent growth with total U.S. sales reaching \$6.1 billion. By 1975, the report said, annual growth should average 9 per cent with shipments exceeding \$10 million.

A decline in raw steel production of about 6 per cent was projected, with shipments of steel mill products down 5 per cent. The U.S. Department of Commerce attributes this slowdown to a moderate decline in shipments to automobile makers and sluggish construction activity.

Total U.S. tonnage in 1970 is expected to reach 131 million tons. Shipments of steel mill products are predicted to reach 89 million tons. Despite these likely declines, shipments still would be fourth highest for any calendar year.

The survey projected substantial growth for life insurance companies, with new purchases of life insurance pegged to rise about 9.5 per cent. Prospects for the life insurance business through mid-decade are described as excellent.

A more complete rundown on the national industrial outlook is available from the U.S. Department of Commerce in its "U.S. Industrial Outlook 1970." Copies, at \$4.75, are available from the department at 219 South Dearborn Street, Room 1486, Chicago, Ill. 60604.

Water Pollution Control Is Taught

Water pollution has become a subject for higher education at Indiana Vocational Technical College. More than 80 Hoosiers have enrolled in a 44-week pioneer course being taught at Ivy Tech locations in Lafayette, Gary, South Bend, and Indianapolis.

The classes, which are supported by Federal funds, feature programmed learning techniques and work-study methods which have proven highly effective in other vocational training applications.

"Students in our pollution control program go to class 11 hours a week, then spend the rest of their time applying this knowledge on the job," said Dr. Harry A. McGuff, president of Indiana Vocational Technical College.

"While many of the students are employees of the cities and towns where they live, a good number work in private industry," McGuff noted.

Study includes fundamentals of physics and hydrology, water testing methods and analysis and familiarization with principal types of waste water treatment equipment. Students primarily are learning how to operate machinery and testing devices in waste treatment plants.

Other jobs to which their training could lead include inspector's positions, teaching assignments and specialized equipment operators. Graduates of a two-year program also could become laboratory technologists in complex municipal sanitation installations or could join industrial firms to specialize in industrial waste treatment.

Dr. McGuff views his school's program as "only a start." There are indications which show that it may grow into a full-scale educational program. Indiana is among 20

states considered for allocation of \$6 million for waste water treatment training.

"Our basic goal is to prepare students to take and pass the State Board of Health certification examination for waste treatment plant operators," Dr. McGuff said. He added that the school may offer the new course in Ivy Tech's nine other regional centers if a demand develops for it.

Interest being shown by the U.S. Department of the Interior, which supervises the Federal Water Pollution Control program, and officials administering the Federal Manpower Development Training Act, which financially supports the program, indicate that the class could develop in three directions. These possibilities are:

1. Continuation of the present 44-week, combined work-study program, currently being given in four of Ivy Tech's 13 regional centers throughout Indiana.
2. A full-time, one-year program emphasizing academic preparation.
3. A complete, in-depth two-year course of study.

The present class is based on an Ivy Tech pilot program which was conducted in the Kokomo regional center last spring. Approximately 20 students went through the initial course in order to provide practical experience in what to teach and how to teach it.

Commenting on the new class, Dr. McGuff said, "We feel this program, even though it's only a start, is a step in the direction of solving the water pollution problem."

1970 TOURISM PROGRAM UNDERWAY

The 1970 tourism programs of the Indiana Department of Commerce will be a blend of eye-catching promotion and solid local development projects.

The department's 1970 plans were outlined to newsmen and civic leaders at a January 27 luncheon in Indianapolis.

One highlight of the program was the premiere showing of a new Indiana tourism film: "Indiana—The Center of Things."

The fast-paced color motion picture runs eleven minutes and background musical score was written especially for it. It combines quick film clips of major sports and recreational attractions with attractive color stills of Indiana's lakes and country side.

A rapid tempo is maintained throughout, taking this film well out of the routine travelogue category.

Prints of "Indiana—The Center of Things" will be available by mid-February.

In remarks at the tourism luncheon, Lt. Gov. Richard E. Folz said that Indiana must meet growing outdoor recreational demands if the state's tourist industry is to prosper.

Folz said the Indiana Department of Commerce, which he serves as director, is working with private tourist development organizations to insure that adequate facilities and attractions are available to tourists.

"I understand the Department of Natural Resources is undertaking programs to expand camping facilities at our state parks, especially modern sites for mobile camping trailers, which have achieved popularity at an astonishing rate," he said.

"When a man invests several thousand dollars in a camping trailer, he will not be satisfied with a campsite that offers no water, electrical or disposal facilities. Modern campsites are expensive but they are in great demand. We

must meet that demand if Indiana hopes to keep getting its share of tourist dollars."

The lieutenant governor also said the department will establish regional tourist advisory organizations throughout Indiana with an eye to stimulating local promotion and development of tourist potential.

He noted the success of an experimental project involving a traveling tourist information station. Tourist Division staff members distributed tourist literature and free "Gatorade" donated by Stokely-Van Camp at rest stops along major highway routes.

The station caught the interest of a large number of passersby and proved to be an excellent device for making motorists aware of nearby attractions.

Several mobile information stations will be in operation during the warm weather months of 1970, Folz said.

The tourist luncheon guests also had an opportunity to view one of the brightly-colored booths which the Tourist Division staff is utilizing at national travel shows and other events which provide a favorable locale for spreading the word about what the Hoosier state can offer tourists.

Persons interested in scheduling the new tourism film, "Indiana—The Center of Things", for group showings should address their requests to:

Lt. Gov. Richard E. Folz
Tourist Division
Room 336 MO, State House
Indianapolis, Indiana 46204

OTHER COMMERCE NEWS

Airport Study To Include Data On Every Airport In State

An airport study, designed to keep Indiana's facilities in step with future growth, is being undertaken by the Indiana Department of Commerce in cooperation with the Aeronautics Commission of Indiana. The project, which will include data on every airport in the state, is being conducted by the department's Division of Planning.

Lt. Governor Richard E. Folz, director of the Commerce Department, said that the results of the study will be translated into a long-range airport plan and legislative recommendation if it supports a substantial need for new airport programs and additional funding.

Folz went on to say that "more than ever before, good airport facilities are necessary if a city is to enjoy continued economic growth. Many Hoosier cities are hampered by inadequate airports. That shortcoming makes it more difficult for them to attract new industry."

Information will be compiled on current airport capabilities, traffic potential, private aviation, existing and planned facilities, as well as anticipated growth and the need for additional services.

Members of the department's Planning Division are working with the Aeronautics Commission and other state agencies, legislators, airport operators, private aviation groups and the Federal government in carrying out the airport study.

Indiana State Services Catalog Now Being Issued To Officials

Distribution of the first Indiana State Services Catalog was scheduled to begin earlier this month. The catalog was a project of the Planning Division of the Indiana Department of Commerce.

Members of the department became aware of the need for one centralized reference source, due to the increase of state aid programs and technical services during recent years. To meet this need, the Planning Division compiled this material for use of state agencies, local governments and private concerns.

This publication sets forth the principal services provided by state agencies, lists the requirements necessary for eligibility to receive services, basic authorizing legislation and how to obtain additional information. All state services, financial and technical, as well as those federal programs administered through state agencies, are included.

Material in the catalog was provided by the various agencies themselves. Those in Planning edited the material to meet a standard format.

The purposes and programs of nearly 500 state agencies are included in the catalog. These range from Apiary Inspection and Registration to Plant Quarantine Enforcement and cover Drug Abuse Control, Local Health Services, Toll Bridges and School Lunches, plus many more.

Work on the catalog was first started in April of 1969. Those scheduled to receive copies of the completed publication include all legislative bodies in the state, state agencies, local public libraries, planning commissions, mayors and boards of county commissioners. Distribution was scheduled to begin in mid-February.

W. R. Grace Co. To Locate Facility in Michigan City

The W. R. Grace Company recently announced its decision to locate a facility in Michigan City.

Lt. Gov. Richard E. Folz said that initial contact with the firm was made by the Indiana Department of Commerce, which provided the company with a variety of information about the state.

This new installation will manufacture rigid plastic containers for the food industry. They plan to employ 350 persons in Michigan City.

W. R. Grace Co. investigated more than 20 communities in Illinois and Indiana before selecting the northwestern Indiana location.

"This industry is a valuable addition to Michigan City," Folz said. "The fact that W. R. Grace chose Indiana underscores the growing diversity in the state's food processing industry and the manufacturers which serve that industry."

Lincoln State Park Chosen As A Trail Area For Boy Scouts

The Boy Scouts of America in Southeastern Indiana have selected the Lincoln State Park area as one of four separate trails to be followed by scouts for merit badges.

The Buffalo Trace Council Trail Hike Committee will establish the different trails to be hiked by the Boy Scouts, with patches and medals to be awarded for each one. Overnight camping on the trail is one of the requirements.

Lt. Gov. Richard E. Folz recently became chairman of the Buffalo Trace Council Trail Hike Committee.

Following the "Lincoln Boyhood" trail will involve a hike of 10 to 14 miles to points of historical interest in Lincoln State Park, Lincoln City. Seeing the slide film on Abraham Lincoln that is shown at the Lincoln National Monument is required, as well as camping overnight in the state park.

The other three trails to be hiked by the scouts are: "Buffalo Trace", approximately 14 miles from the Falls of the Ohio to Vincennes and on into Illinois; "Northeast Territory", in and around Vincennes, not to exceed 14 miles and "Harmonie", a hiking tour in and around New Harmony, not to exceed 14 miles.

Upon completing the four trail program, each scout will be eligible for the National 50-Mile Award and the Historic Trail Award. Campers, hikers and historical buffs are also welcome on the trails.

Others on the Buffalo Trace Council Trail Hike Committee are Myron Cannon of Evansville, Clifton Couch of New Harmony, Stan Dumes of Vincennes, Roy Fenn of Tell City, William Koch of Santa Claus, Art Nordhoff of Jasper, Dr. Dan Snively of Evansville and Roger Zion of Evansville.

Although tourism is not a basic function of the committee, Lt. Gov. Folz noted that it will add support to the efforts of Indiana tourism by bringing more travelers and sportsmen to Indiana.

Roland Mross Is Director Of Commerce Planning Division

Roland J. Mross, 35, director of the Planning Division of the Indiana Department of Commerce, is a qualified specialist in the fields of planning and economics.

"The Planning Division plays an important role in the activities of the Department of Commerce," Mross said. "We serve as coordinating agency for state planning activities and also engage in county

and community projects. Our division is the principal source of administering Federal funds for local planning," he continued.

The division administers the "701" Federal matching funds for state and local planning by acting as the applicant on behalf of Indiana communities that seek Federal comprehensive planning assistance grants. The responsibility for administration, management and accounting of these grants is a function of the division.

Current Planning Division projects include a statewide economic study which will provide economic information, analysis and projections for each Indiana county and the state's 14 planning regions. The Division is also conducting a continuing program to study statewide housing problems and state and local action needed to alleviate housing shortages developing throughout the state.

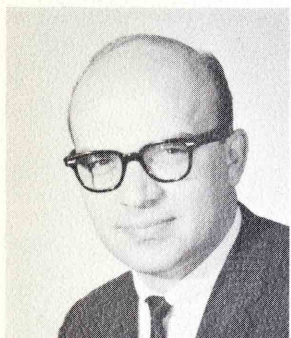
Members of the Planning Division helped a score of Indiana cities fashion the necessary site proposals prior to offering bids for "Operation Breakthrough", the pilot housing project of the Department of Housing and Urban Development.

The division is now distributing copies of the first Indiana State Services Catalog (see story on page 8.) In the late fall, they issued a series of handbooks for use by local governments in the state.

A native of Racine, Wis., Mross holds a degree in economics from the University of Wisconsin. He completed course work there on urban and regional planning.

From 1963 to 1964 he was a staff member of the Division of Planning and Zoning of the State of Kentucky. In 1964 he joined Indiana University's Division of Community Planning. He came to the Indiana Department of Commerce the following year.

Mross is on the Board of Directors of the Indiana Planning Association and is an associate member of the American Institute of Planners. He is a member of the state's Higher Education Coordinating Committee and the Indiana Criminal Justice Planning Advisory Council. He belongs to Pilgrim Lutheran Church. Mross and his wife, Joyce, live in Indianapolis with their two sons.



ROLAND MROSS

Department of Commerce Staff Activities

The forthcoming International Trade Seminars were discussed at the late December meeting of the Indiana Agribusiness Foreign Trade Committee. Co-chairmen of the committee are Basil Kafiris, director of the Economic

Research and International Trade Divisions of the Indiana Department of Commerce, and Dr. R. B. Wilson, associate director of the Purdue Agricultural Experiment Station.

These International Trade Seminars, which will be held in cooperation with Indiana University, will be organized on a regional basis by the Department of Commerce.

Mr. Kafiris noted that the Department of Commerce is interested in holding agribusiness seminars in cooperation with Purdue University. An agribusiness trade mission to underdeveloped countries was also discussed by the committee.

Dr. Wilson reported on his recent trip to Europe with the Indiana Trade Mission, with emphasis on agribusiness exporting from Indiana to the various countries visited on the mission.

It was announced that the Agribusiness Foreign Trade Committee had been extended for another year by Lt. Gov. Richard E. Folz, in his capacity as Commissioner of Agriculture.

George Hunter spoke to the members of the Working Committee for Industrial Development at their January 15 meeting in the Manger Motor Inn.

Hunter represented the Small Business Association and presented information on the SBA program and how this association can offer assistance to industry.

Preliminary plans for the 1970 Hoosier Hospitality Tour were also discussed.

Van Barteau, executive director of the Indiana Department of Commerce, and Dan Manion, director of the department's Industrial Development Division, attended the meeting. Both are members of the Working Committee.

John K. Snyder Jr., director of the Tourist Division of the Indiana Department of Commerce, used Indiana tourism as his theme for several speeches in January. On January 8, he spoke to the Indiana Mobile Home Association in Indianapolis. He appeared before the Portland Jaycees, in Portland, on January 20.

Staff members of the Tourist Division of the Indiana Department of Commerce spent the early part of the month in Detroit. There they promoted Indiana tourism at the Michigan National Boat, Sports and Vacation Show held in Cobo Hall, Jan. 30—Feb. 8. Travel hostesses who represented the division at the show were Linda Jester, Ellen Record, Peggy Howard, Pat Spaulding and Sherrill Adams, assisted by Larry Hoefling . . . The state was also well represented at the Sports, Vacation and Travel Show in Columbus, Ohio, Feb. 7—15. . . In late February, Tourist Division members promoted state travel at the Indianapolis Boat, Sport and Travel Show in the Coliseum.

The Tourist Division will be provided with a booth at the Gary Travel and Boat Show on March 7 . . . They will also have space at the Indiana Flower and Patio Show to be held at the Indiana State Fairgrounds, Feb. 28—March 8.

Lincoln Heritage Trail

Southern Indiana has extra meaning for those who combine history with their travels. This is Lincoln-land and a portion of the three-state Lincoln Heritage Trail—a marked highway that meanders 2,000 miles through Illinois, Indiana and Kentucky.

The official trail does not purport to follow every country lane taken by the migrating Lincolns. A well-marked highway system, it follows as closely as is practical the routes followed by the family from Lincoln's Hodgenville, Kentucky, birthplace through Indiana and Illinois.

Lincoln City is the heart of Indiana's Lincoln-land. This is where Abe spent the 14 years from age seven to twenty-one. It is here that he split rails and went to school. His mother, Nancy Hanks Lincoln, is buried nearby. The Lincoln National Memorial and State Park is also located in Lincoln City.

Rockport's Pioneer Village is only a short side trip away. There the tourist may see some of the trail's most authentic Lincoln restorations, for the Village is a memorial to the 14 years Lincoln spent in Spencer County.

Points of interest include the old Pigeon Creek Baptist Church; The Jones Store, the original of which was located in present-day Gentryville; the law office of John Pitcher, who loaned books to Lincoln and the cabin in which Lincoln's only sister, Sarah, lived when first married to Aaron Grigsby.

Trail Directors Named

Lt. Gov. Richard E. Folz recently named nine persons to serve as directors of the Lincoln Heritage Trail Foundation. The foundation is a joint venture of private groups and state agencies in the three trail states.

Appointed to serve on the board were:

- Harold Evans, Evansville.
- Rep. Stephen L. Ferguson, R-Bloomington.
- William Koch, Santa Claus.
- Warren Spangle, Indianapolis.
- Mayor Richard C. Vissing, Jeffersonville.
- David Davis, Indianapolis.
- Sen. Sidney Kramer, R-Evansville.
- William A. Hill, Tell City.
- Rep. Joseph Bruggenschmidt, D-Jasper.

Tourism agencies of Kentucky and Illinois will appoint other directors. Mr. Koch now serves as president of the foundation's executive committee.

The Lincoln Heritage Trail Foundation is an incorporated non-profit organization. Its purpose is to promote the areas and landmarks associated with the 16th President, from his boyhood through his early years as a lawyer.

Currently, the foundation is planning to establish permanent tourist information stations along the Lincoln Heritage Trail.



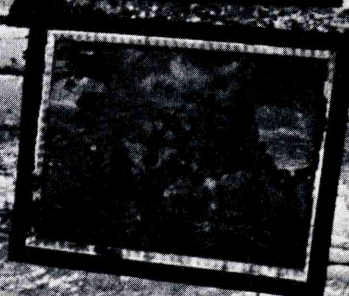
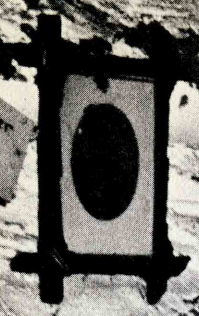
left: entrance to Lincoln State Park, Lincoln City.

opposite: The law office of John Pitcher, who loaned books to the young Lincoln, as restored in the Pioneer Village in Rockport.

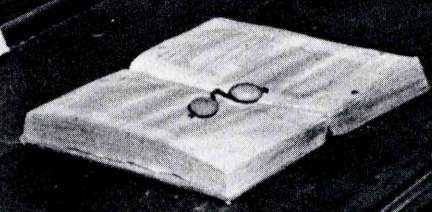
back cover: Pioneer Village in the snow.



Gen. Thomas Paken
son of
John Paken



Handwritten note on the desk, possibly a letter or a list.



Chair
Court House

Handwritten note on the chair, possibly a list or a letter.

COMMERCE AND INDIANA
Indiana Department of Commerce
336 State House, Indianapolis, Ind. 46204



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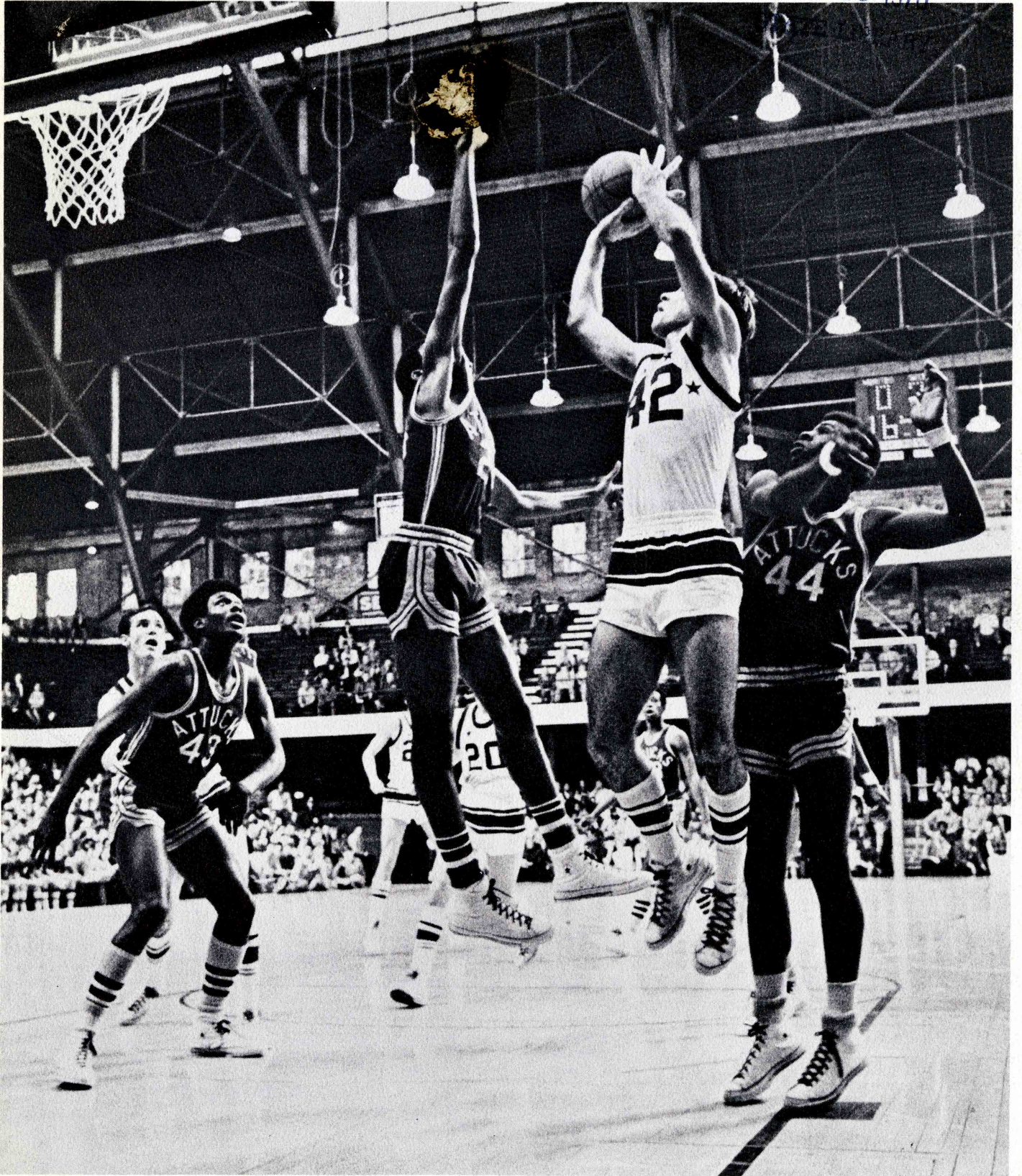
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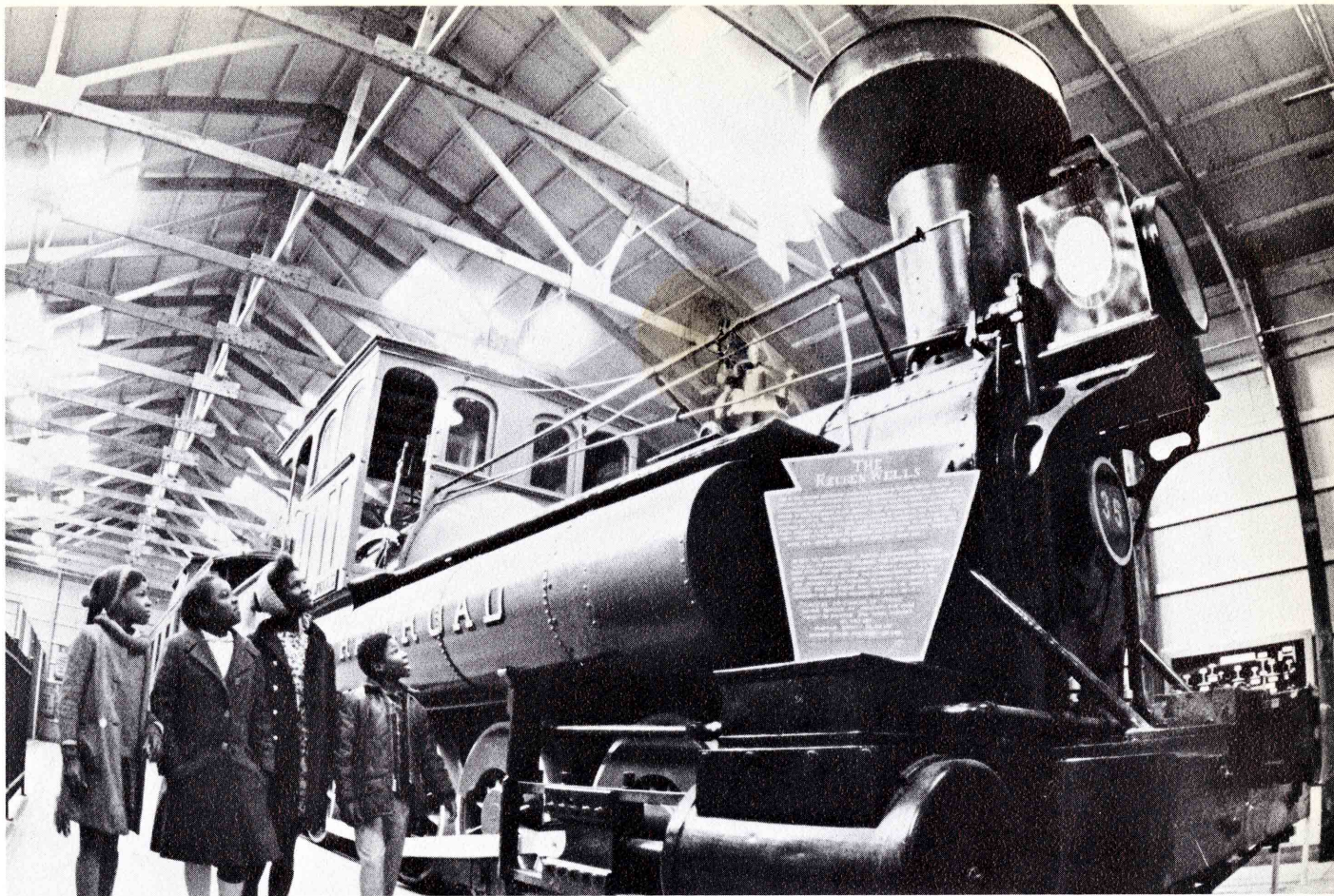
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STAFF PHOTOGRAPHER.....Mack Thomas

COVER PHOTO

*State basketball tourney play at Hinkle Fieldhouse,
Indianapolis.*

PHOTO THIS PAGE

The Reuben Wells at the Children's Museum. (See page 6.)

BACK COVER PHOTO

*Travel hostesses Janis Steimel and Kathy Hermann pose
with Tourist Division booth.*

PHOTO CREDITS

All Photos.....Indiana Department of Commerce

NEW VERSION OF REGULATION 16 TO BE DRAFTED THIS SUMMER

By Bill Watt

The State Board of Tax Commissioners is soliciting specific objections and recommendations concerning its proposed changes to Regulation 16.

Changes to the regulation—which sets out guidelines for assessment of business personal property—were to take effect March 1 this year.

But the board decided to hold off adoption of the changes. Plans now call for drafting a new version of the regulation this summer. It will take effect March 1, 1971.

The board's decision to postpone implementation of the revised regulation was spelled out at a February 20 news conference by Lt. Gov. Richard E. Folz and Joseph D. Geeslin Jr., chairman of the State Board of Tax Commissioners.

The lieutenant governor noted that the delay was prompted by the fact that some necessary information relating to the impact of the changes still was not compiled. Furthermore, the delay would give companies adequate time to comply with any changes, as well as allow the board enough time to fully sound out Indiana businessmen who will be affected. The delay will give businessmen enough lead time to revise their computers and other accounting systems to be ready for the changes.

Folz and Geeslin mentioned that numerous Indiana businessmen felt that the changes would substantially increase their tax burden.

"It is not the governor's intent, nor is it the intent of the State Board of Tax Commissioners, to increase the tax liability of Indiana's businessmen through implementation of any regulation," Folz said.

During the month of March, the board renewed correspondence with corporations and business associations.

Copies of the proposed regulation were sent and the corporations were asked to offer specific objections to any parts of it. They were asked to draft recommendations as to what form the new regulation should take.

Although the timetable isn't firm, Geeslin said that the State Board of Tax Commissioners wants all recommendations from Indiana businessmen in final form and in the hands of the board by July 1.

"We will go over these recommendations in detail during July and plan to have the new regulation in final form by mid-August," Geeslin said.

When the new regulation is adopted, the board will begin an intensive program of explaining the changes to businessmen affected by them.

The State Board of Tax Commissioners began considering proposals for the new regulation last May. Scores of industry executives met with the board and with Lt. Gov. Folz during an eight-month period to express their opinions.

It became obvious, Geeslin said, that even after eight months of study and compilation of opinions, essential facts involving the impact of the changes weren't fully known. Since the board wanted to insure that the new regulation was equitable and responsive to the needs of Indiana industry, it decided that the delay was warranted.

Folz termed the decision "a show of good faith" by state government. He said he has emphasized to Hoosier businessmen that the state is committed to a working partnership with them and that state officials are sincere when they say they want to work with industries to maintain a business climate that will stimulate economic development.

SUMMER EMPLOYMENT PROGRAM TO REACH MORE STUDENTS IN 1970

By Dee Benjamin

Governor Edgar D. Whitcomb's Student Summer Employment Program has developed an improved method of finding jobs for college students in 1970. While the format is basically the same, the process has been expanded to reach a greater number of students.

Those responsible for coordinating the summer employment program are:

—Gerald L. Williams, executive director of the Governor's Council for Private Action.

—Robert Galm, director of the Governor's Youth Council.

—Robert Garton, Columbus businessman and a member of the Action group.

The governor sent letters to Hoosier businesses, industries, and units of local government, thanking them for past participation and asking them to take part again in the program. Employers were requested to provide an estimate of the number and types of jobs which they believe will be available for students during the summer months.

Results from the employer's responses are being computerized at Indiana University. Job openings are being broken down according to county.

Governor Whitcomb announced that the response from prospective employers has been extremely successful. To date, 750 business firms have replied to the governor's request letters. These firms have pledged 23,600 jobs to students this summer. If the response continues at this rate, more offices will be established.

"I call on all college students who want summer employment to contact their campus office as soon as possible. By doing so, students may easily have a job waiting for them rather than losing time and money during the first few weeks of summer vacation trying to find employment," Whitcomb said. "The time and money lost by a student who walks the streets looking for summer employment may prevent him from continuing his college education. This program was developed to hopefully alleviate this unfortunate situation."

The Indiana Employment Security Division set up campus branches during the month of March at the four

state schools: I.U., Purdue, Indiana State, and Ball State. The computerized lists of available summer jobs are being placed in each branch. Students will now be able to obtain the names of possible employers in their counties before spring vacation. Contacts for summer employment can thus be made during April, rather than late spring.

There is also speculation that job availability results will be sent to the local branches of the Indiana Employment Security Division. If this procedure is adopted, students will be able to go to these offices during spring and Easter vacation. There they may obtain the names of three or four employers in their communities who have pledged jobs for students during the summer months.

The Council for Private Action, under the direction of Gerald L. Williams, is presently establishing local committees throughout the state in an attempt to encourage as wide a degree of participation as possible. These committees will locate summer openings in addition to those supplied by the employer reply forms. Williams recently revealed that Indiana Bell has donated 100 employees for this summer's program.

The student employment plan has four objectives:

1. To allow employers a greater period of time to choose the highest qualified students for employment within their respective firms. The last minute rush by student job seekers can thus be avoided.
2. To enable students to earn a greater portion of their college expenses through a longer summer employment period. For many students, the first two weeks of June will not be wasted in searching for work.
3. To enable students to identify several possible sources of summer employment at a much earlier date. Uncertainty on the part of parents and university student financial aid offices as to the amount of student summer earnings will be minimized. Budgets can be more easily figured for the next school year. Unexpected last minute expenditures by parents for their children's education can be in part avoided.
4. To combine maximum benefit to Hoosier students and parents with a minimum of expense to tax payers.

Sources of Export Information Given

By Basil Kafiris

Director, Economic Research and International Trade Division

(First of a series)

The first important step in the exporting process is market research. This entails the collection of a variety of information regarding foreign markets and buyers. It is necessary to find and analyze data on imports by foreign countries, foreign commission agents, distributors, exchange rates, and foreign commercial law. Also useful is information on export practices and techniques, such as documentation requirements, methods of financing, transportation charges, insurance costs, port charges, labeling and marking requirements, export entry forms and permits, as well as information on the specialized institutions and organizations involved in the international trade.

This article is an attempt to describe the available sources of information from different federal agencies and national organizations which assist U. S. exporters, directly or indirectly.

The Federal government performs a wide variety of activities in this area. Governmental duties range from information collection, dissemination and research, to almost direct help in some individual cases. Business enterprises with an interest in exporting have, in the past, found Federal government services very effective.

The U. S. Department of Commerce

The U. S. Department of Commerce attempts through its local offices to help business firms in exporting. In each of the areas served by the department's 34 field offices there is a regular export expansion council, whose members are businessmen active and interested in international trade.

Under the guidance of the department's National Export Expansion Council, these regional councils are able to give advice to the small manufacturers who are seeking export opportunities in international markets. The regional councils give practical instruction through forums, seminars, work shops and other programs.

The Department of Commerce also offers U. S. exporters assistance in establishing foreign market business connections through the various publications described below.

Trade Lists: These lists furnish the names and addresses of firms handling a specific commodity in one foreign country and contain some basic industry data, including an analysis of foreign trade and government regulations affecting trade.

Trade Contract Survey: These are surveys of particular foreign countries which are made by U. S. Foreign Service officers for the purpose of locating several firms which express an interest in the exporter's proposals and meet his requirements.

World Trade Directory: These reports supply detailed information with regard to specific foreign firms

which represent the consensus of reliable sources of information such as capital volume, business sales, branch representatives abroad, reputation, and other data. They are revised annually.

Agency Index: This index is a facility for maintaining names and addresses of the foreign representatives of U. S. firms at U. S. Foreign service posts throughout the world. This index allows the commercial officers abroad to direct inquiries to the exporter's overseas agent, distributors or licensees.

Market Handbooks: Individual handbooks for different countries give detailed and specific information as to population, resources, income compensation, business structure, trade regulations, balance of payments and other data related to the country's economy.

Foreign Trade Statistics: A publication listing U. S. exports by specific country of destination. It is useful for ascertaining possible overseas markets and the U. S. competitive position of large numbers of products in the world's leading markets.

International Commerce: This is a weekly magazine with a great deal of information about foreign markets, trade restrictions, new developments in foreign governmental policies and regulations, as well as other related trade matters.

Commercial Exhibits: This publication supplies detailed information with regard to trade exhibits, trade centers, and sample display centers. Trade exhibits are sponsored by the U. S. Department of Commerce at several International Trade Fairs held each year and produce impressive results.

A recent example is the state of Washington. Their exhibit in the U. S. pavilion at the 1965 Tokyo International Trade Fair brought back two million dollars in definite orders.

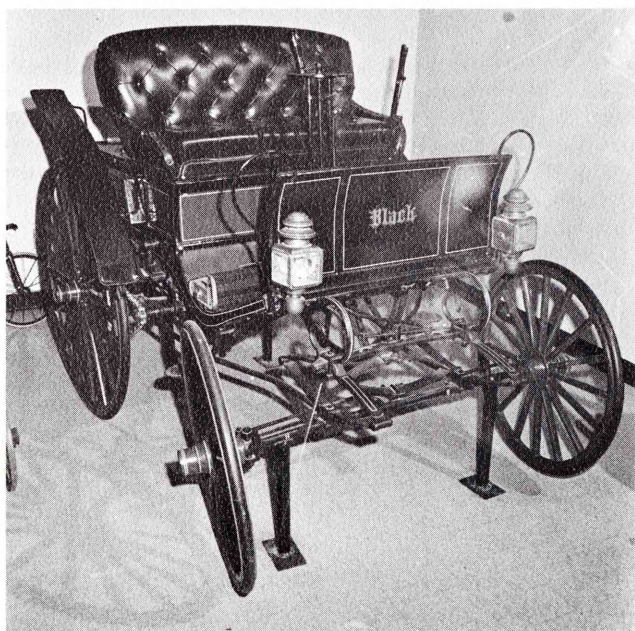
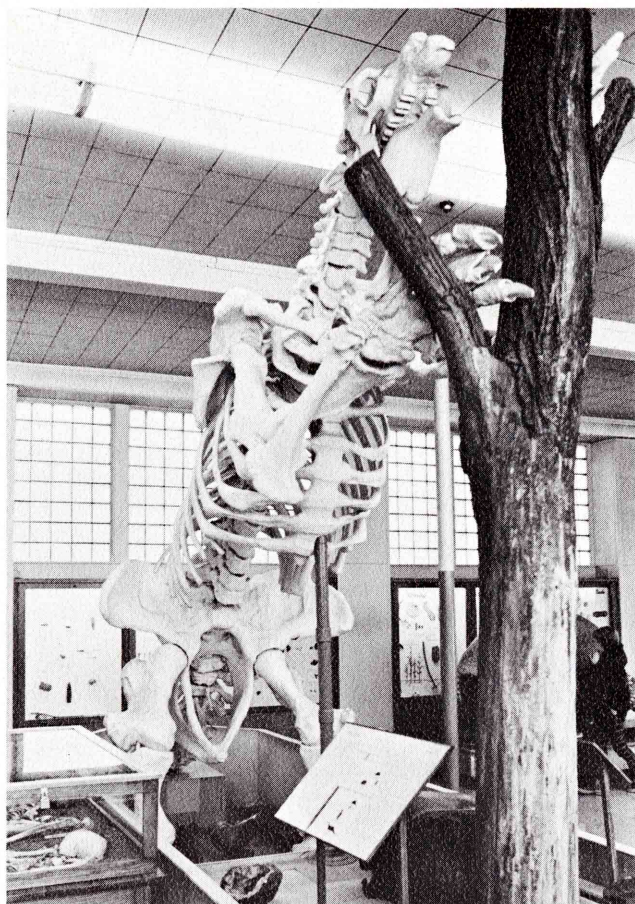
Trade centers are permanent exhibitions with showrooms maintained in six overseas cities, London, Frankfurt, Milan, Stockholm, Bangkok and Tokyo, where groups of related U. S. products are displayed for specified periods. Trade centers are staffed by U. S. officials who help exhibitors find agencies and buyers for the different products displayed.

Sample display centers are maintained at various U. S. embassies. At these centers, U. S. companies display free samples of their products and provide descriptive literature.

(To be continued in future issues.)

An Indianapolis Favorite...

By Jim Cook



Two generations of central Indiana residents have fond memories of the Indianapolis Children's Museum. Now a third generation is coming up. Statistics show that curiosity about the museum exhibits is not limited to children alone, for adults made up almost one-third of the estimated 120,000 museum visitors last year.

The Indianapolis Children's Museum, like many worthwhile things, had a humble beginning. On December 6, 1925, it officially opened its doors—the doors in the Coach House of the Propylaeum on East 14th Street. At that time, there were only two other such museums in the country—one at Boston, the other in New York.

A majority of the museum's original objects were from Indianapolis homes. Mrs. John N. Carey, local patron, championed the museum's cause by salvaging many of the early relics of Indiana's capital city.

Mrs. Carey later provided the museum with semi-permanent quarters, for she made her family mansion available on a temporary basis. Space in this impressive 35 room structure far exceeded exhibit requirements in those early days.

Then, during the thirtys and fortys, the museum enjoyed a period of growth. Space in the mansion was all utilized and in 1946 the present site on North Meridian was purchased. Continued growth called for an addition in 1949. Still further expansion was necessary in 1962, with space tripled.

Today, patrons roam some 22 galleries, with exhibits ranging from ancient life through modern transportation and on to a contemporary science display. The museum's newest addition houses the Hall of Man. There one sees life in the cold regions of the world contrasted with that in the hot regions, as illustrated by an Eskimo exhibit and a large African collection.

Some of the exhibits in the transportation gallery include the Black automobile of 1891—one of the first gasoline-powered cars, an Italian sedan chair, old-fashioned bicycles and sleds, early fire-fighting equipment and the Wolcott Special campaigned successfully by Roger Ward. The newest display in the transportation gallery is a small bi-wing plane on loan from the Indianapolis Metropolitan Airport.

Perhaps the most impressive display in the museum is the Reuben Wells—once known as the most powerful locomotive in the world. The Reuben Wells was the first

upper left: skeleton of a giant ground sloth.

left: the Black automobile of 1891.

opposite page: x-rays of Princess Wenuhotep.

The Children's Museum

train to negotiate the "big hill" in Madison, Ind., under its own power, when enroute to Indianapolis. The railroad grade in Madison was 5.9 degrees, the steepest in the U. S. This powerful locomotive climbed the Madison hill regularly for thirty years.

Train buffs will also enjoy the train collection recently donated to the museum by Noble L. Biddinger, president of City Securities Corp. This exhibit is presently 30 feet long, 20 wide and growing! Any of 160 engines can pull the 400 scale model railroad cars over 800 feet of track.

A log cabin, vintage 1829, has been reconstructed on the museum grounds. The purely functional furnishings, crude cooking utensils and rough tools used to farm the land serve as illustrations of the rugged life faced by the pioneers. The early Indiana gallery augments the log cabin tour.

Another favorite exhibit is the 2500 year old mummy of a young Egyptian princess. The Winona Hospital x-ray department made Princess Wenuhotep a special project in 1968. They set up a laboratory, moving cumbersome, expensive x-ray equipment to the Ancient World Exhibit on the second floor. The result—a series of x-ray photos clearly showing the bone structure of this long departed princess.

The Children's Museum has four sources of support. An annual contribution from the Indianapolis school board and supplemental donations from other school boards in Marion County, contribution from foundations, proceeds from activities of the Museum Guild and membership fees of individuals and companies. The museum has 50 corporate members which provide roughly 3% of the operating budget.

One of the biggest fund raising efforts is the Haunted House, sponsored annually by the Museum Guild. Indianapolis businesses help in many ways to see that the House is properly haunted. Money raised from the small admission fee is used to support the museum as well as to provide constructive entertainment for the children. Last fall, Lt. Gov. Richard E. Folz helped the Guild kick-off the festivities and took a tour of the Haunted House, personally conducted by witches. Over 50,000 people visited the spook house during the fall of 1969.

The main objective of the Children's Museum is to enrich the lives of all who visit.

Polly Jontz, a member of both the Guild and the public relations department of the museum, summed up their purpose this way—"We possess the finest collection of children's exhibit material in the nation. It's not the most elaborate but it is the finest—anywhere. A child's life is bound to be a little richer after his visit to the Children's Museum of Indianapolis."

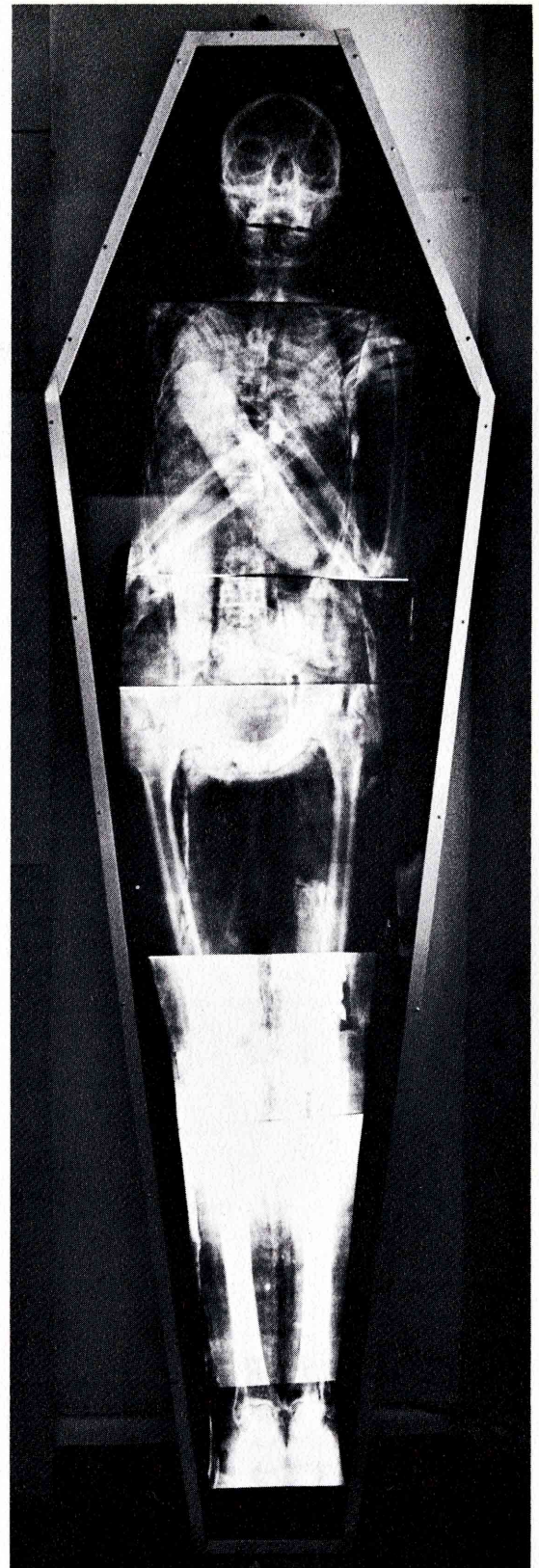
Museum Hours

9 a.m. to 5 p.m. Tuesday through Saturday

2 to 5 p.m. Sunday

Closed Monday

There is no admission charge.



Union Electric Steel Subsidiary To Build Plant Near Valparaiso

Union Electric Steel Corp. of Pittsburgh informed Lt. Gov. Richard Folz in late February that a wholly-owned subsidiary, Union Rolls Corp., will construct a plant near Valparaiso, Indiana.

The \$2 million installation will be completed by late 1970. Employment figures were not disclosed.

This facility will handle the processing of forged hardened steel rolls. The plant site is a 15-acre segment of an industrial park area known as U.S. 30 Farms.

The lieutenant governor said a prime factor in the company's decision to locate the facility in the Valparaiso area was easy access to Midwestern markets.

"This decision underscores the transportation advantages of Indiana and the fact that the region along our state's Lake Michigan shoreline will be one of the fastest growing industrial areas in the nation," Folz said.

Indiana Manufacturing Growth Is Subject of Recent Report

Indiana manufacturing growth during the period 1958-1967 is the subject of a new report, issued recently by the Indiana Department of Commerce.

The report, "Indiana Manufacturing Growth Patterns, 1958-1967," was written by Vasilios Basil Kafiris, director of the department's Division of Economic Research and International Trade.

During the period covered by the report, Indiana's manufacturing growth ranged well ahead of national increases, especially in terms of new employment, payrolls and capital expenditures.

This report analyzes new manufacturing plants built in Indiana between 1958 and 1967 and the number of jobs created during that period. All new firms and employees were counted and classified as to location, type of product manufactured and the 1967 employment level. If a firm went out of business during the period, it was not counted.

The concentration of manufacturing growth, which added about 80,000 new jobs during the period, was primarily in durable goods industries.

The report called the emphasis on durable goods the most significant aspect of Indiana manufacturing. In 1966, 76.7 per cent of total manufacturing employment in Indiana was in durable goods industries, compared to 59 per cent for the nation as a whole.

The gap between durable goods and non-durable goods industries was present in 1958, but the report noted that it widened during the survey period.

Durable goods industries were described as highly progressive, capital intensive and growth-oriented. The report pointed out, however, that these industries are sensitive to the fluctuations in the national economy—much more so than non-durable goods industries.

These are some other highlights of the report:

—Manufacturing employment for the nine-year period increased by 28.9 per cent, compared to a national gain of 23.6 per cent.

—Value added by manufacturing was up 84.6 per cent, while the nationwide figure was 77.3 per cent.

—Indiana's industrial payroll skyrocketed 119 per cent, compared to 59.4 per cent for the nation. The 1958 payroll total in the Hoosier state was about \$2.8 billion. By 1966, it had nearly doubled—up to almost \$4.9 billion.

—In 1966, 60 per cent of the state's total payroll was contributed by four industry groups: primary metals, electrical machinery, other machinery and transportation equipment.

—Capital expenditures rose by 88 per cent in Indiana. The national increase was 65.1 per cent.

—Elkhart County was the state's leader in terms of new industries. During the nine-year period the county gained 181 industries, providing about 8,500 new jobs.

—Marion County ranked second with 146 new industries, adding an estimated 4,500 jobs.

—During the nine-year period, Indiana gained 1,027 new industries, with an estimated employment of 80,642.

Planning Division Helps Sponsor Conference Series on '701' Requirements

The Planning Division of the Indiana Department of Commerce and the Indiana chapter of the American Institute of Planners jointly sponsored a housing conference on March 12. Recent '701' housing element requirements were the subject of the conference, which was held at the Holiday Inn—East.

Topics on the conference agenda included: an explanation of the U. S. Department of Housing and Urban Development's housing element requirement and its application to other federal programs; an explanation of exactly what a housing study is and how one is done, as well as the utilization of housing studies; recent housing studies in Indiana and revisions in the State Housing and Building Code.

Speakers were: Robert Rothbard of the HUD region IV office in Chicago; Donald L. Spaid of the Indianapolis Department of Metropolitan Development; Philip Hammer, president of a Washington, D.C., consulting firm, and Charles J. Bettis, commissioner of the Indiana Administrative Building Council.

Dialog Computing Has Dedication

Dedication ceremonies for Dialog Computing, Inc., in Indianapolis were held Feb. 20. Dialog is the first time-sharing computer center in Indianapolis, with on-site computers serving Chicago and Cincinnati as well as the capital city.

Lt. Gov. Richard E. Folz welcomed the new firm to Indiana by cutting a computer tape, which replaced the ribbon customarily used for opening day ceremonies.

Charles D. Ettinger, president and chairman of the board, hosted a preview press luncheon. Headquarters for Dialog are in Fairfield, Conn. A native of Indianapolis, Ettinger helped found Dialog in 1968. He had formerly been a division manager with General Electric.

Guests toured the new facilities at 3030 Meadows Parkway and saw several demonstrations of how Dialog enables 64 companies to use an IBM 360-model 50 computer simultaneously while doing a wide variety of programs.

Lt. Gov. Folz Names Businessmen To Exhibitors Planning Committee

Opportunities in Indiana industry will be the central theme in the Industrial Exposition to be held in the Manufacturers Building during the 1970 Indiana State Fair.

The Exposition will feature industry from all areas of the state. The exhibit is designed to make Hoosiers graphically aware of the industrial potential in Indiana.

Lieutenant Governor Richard E. Folz recently named 18 businessmen to the Exhibitors Planning Committee for this project.

Frank P. Thomas, board chairman of Burger Chef Systems, Inc., will serve as chairman.

Other committee members appointed include:

—John V. Barnett of Indianapolis, executive director, Indiana State Chamber of Commerce.

—Van Barteau of Indianapolis, executive director, Indiana Department of Commerce.

—Estel Callahan of Indianapolis, director of Education, Farm Bureau.

—David B. Cleveland of Indianapolis, publisher, Indiana Business & Industry.

—Stephen B. Coons of Indianapolis, administrative assistant to Lieutenant Governor Folz.

—Murray Davidson of Indianapolis, vice president and director, Indianapolis Scientific and Engineering Foundation.

—Lawrence A. Ferger of Indianapolis, director, Indiana Gas Company, Inc.

—John H. Hardy of Indianapolis, director of Public Relations, Indianapolis Power & Light Company.

—Raymond F. Holtman of Indianapolis, executive secretary, Purchasing Management Association.

—Donald McCormack of Vincennes, director, Manufacturers Building.

—Daniel A. Manion of South Bend, director of the Industrial Development Division, Indiana Department of Commerce.

—James D. Mitchell of Indianapolis, advertising manager, Indiana Bell Telephone Company.

—Robert L. Montgomery of Indianapolis, president of Ruben, Montgomery and Associates, Inc.

—Richard C. Nye of Indianapolis, associate director of Industrial Development, Indianapolis Chamber of Commerce.

—Herald L. Schuman of Indianapolis, executive secretary, Indiana Manufacturers Association.

—Warren R. Spangle of Indianapolis, executive vice president, Indiana Restaurant Association.

—John S. Thomas of Indianapolis, head of Community Relations Department, Eli Lilly Company.

Industry Expands Along N & W Railway

During 1969 nearly \$40 million of industrial expansion was announced along the Norfolk and Western Railway in Indiana, according to a recent announcement made in Indianapolis by C. A. Thoma, N & W's vice president—Lake Region.

Figures compiled by the railroad's industrial development department show that ten companies announced plans for new plants or major expansions along the N & W

in Indiana. Included were sizable installations in foods, chemicals, grain products and automotive parts.

The growth last year occurred in eight different communities and should create 1,400 additional jobs within the state.

Department of Commerce Staff Activities

Van Barteau, executive director of the Indiana Department of Commerce, attended the Feb. 16 meeting of the Regional Export Expansion Council in Chicago. This council contributes to the nation's economic strength, and works toward world peace and prosperity, by mobilizing the American business community to increase U.S. exports of goods and services.

Barteau attended a meeting of the Association of State Planning and Development Agencies on Feb. 19. This meeting was also held in Chicago. The directors of economic development from ten midwestern states discussed the possibility of setting up some type of regional organization. Such an organization would permit them to discuss problems that are regional in nature. Subjects proposed for discussion at the first regional meeting concern the St. Lawrence Seaway and interstate nuclear compacts.

Dan Manion, director of the Industrial Development Division, was guest speaker at the Princeton, Ind., annual Chamber of Commerce luncheon meeting on Feb. 24. Prior to the luncheon, he met with Princeton community leaders . . . On Feb. 23, Manion addressed the annual meeting of the Mentone Chamber of Commerce . . . The following day, Feb. 24, Manion met with several community leaders in South Bend.

John K. Snyder Jr., director of the Tourist Division, spoke to members of the Monticello Chamber of Commerce on Feb. 25. His topic was tourism in the state . . . The following day he addressed the Legislative Council committee on tourist promotion . . . In early February, Snyder toured McCormick's Creek State Park to promote new facilities.

Eva Lou Messick, associate director of the Tourist Division, attended a luncheon meeting of the Greater Indianapolis Information, Inc. on Feb. 19 . . . Miss Messick spoke on tourism at the Feb. 24 dinner of the Canaan Restoration Council in Canaan . . . On Feb. 27 she attended the Marriott Inn Resort opening in Clarksville.

Michael Organ, assistant director of the Tourist Division, and several of the division's travel hostesses, took one of the new tourist booths to the I. U. campus in Bloomington on Feb. 19. They distributed tourism literature to the students. The division hopes to visit many college campuses in the state during the year . . . On Feb. 23, Organ spoke on state tourism to the members of the Elkhart Rotary Club.

Linda Jester, assistant director of the Tourist Division, and a number of the division's travel hostesses were in Texas for two weeks in March. The group promoted Indiana vacations at the national travel shows held in Houston and Dallas. (See back cover photo of one of the state's tourism booths used at these travel shows.)

It's Maple Syrup Time

Thousands of tourists descend on Parke County in early March of each year, and 1970 was no exception. The seventh annual Parke County Maple Fair was held the last weekend in February and the first weekend in March.

Maple Fair headquarters is located at the fairgrounds, just north of Rockville on U. S. highway 41.

Fair visitors may take guided bus tours or use their own transportation to follow the marked routes which go to the sugar camps. There are six such camps in Parke County.

Operators of the sugar camps explain the entire process to the uninitiated. It has been some 500 years since the American Indian first gashed the hardwood maples with a stone axe and used birch bark to catch the dripping sweetness. The process today is basically the same.



Plastic tubing is now used to facilitate the dripping and this same tubing makes it possible to tap trees that were inaccessible in the past. No tree is tapped until it has grown to at least 10 inches in diameter.

Food is plentiful at the Maple Fair headquarters. Pancakes, pure maple syrup, whole hog sausage and a charcoal broiled pig dinner headline the fare. A Farmers' Market features all types of Parke County products.

There are periodic demonstrations of spinning, weaving, candlemaking, woodworking, pottery and other crafts, as well as hog butchering.

Another highlight is the sheep shearing demonstration. Children especially enjoy this as the ewe sheep and her lambs are involved. The wool is then spun into thread and woven into rugs.

As in earlier days, sugaring time is a joyous occasion. The Parke County Choral Club, fiddlers contest, square dance and stage band are just a few examples of the entertainment awaiting Maple Fair visitors.

Parke County has much more to offer the tourist throughout the year. Other attractions include:

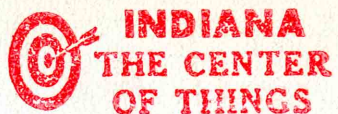
- Redbud and Dogwood in bloom in April and May.
- Rosedale Strawberry Festival in early June.
- Parke County Fair in August.
- Covered Bridge Festival in mid-October.

left: maple sugar camp in Parke County.

opposite page: collecting the sap from a hardwood maple in the woods.



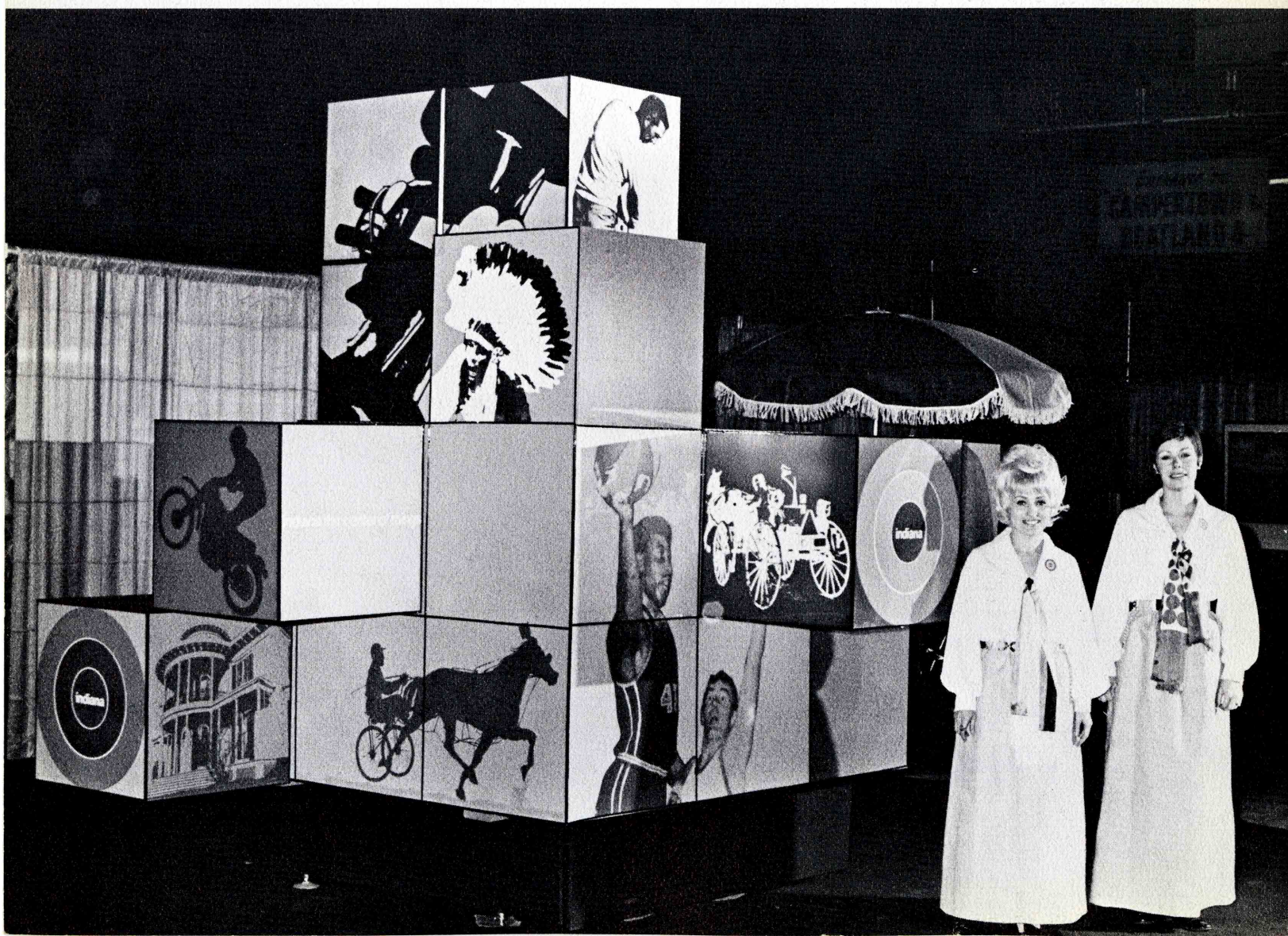
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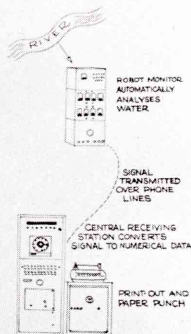
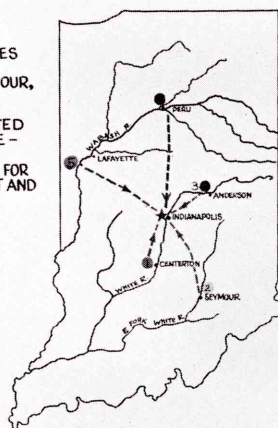
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INDIANA ROBOT WATER QUALITY MONITORING NETWORK

CONTINUOUSLY ANALYSES AND RECORDS STREAM WATER QUALITY EVERY HOUR, 365 DAYS A YEAR

DATA WILL BE INTEGRATED INTO INDIANA'S STATE-WIDE WATER QUALITY MONITORING PROGRAM FOR EVALUATION OF PRESENT AND FUTURE WASTEWATER TREATMENT NEEDS



- 1 ● ROBOT MONITOR AT IPALCO POWER PLANT AT CENTERTON, WHITE RIVER.
- 2 ● ROBOT MONITOR AT SEYMOUR WATER SUPPLY INTAKE, E. FORK WHITE RIVER.
- 3 ● ROBOT MONITOR AT ANDERSON WATER SUPPLY INTAKE, WHITE RIVER.
- 4 ● ROBOT MONITOR AT PERU POWER PLANT, WABASH RIVER.
- 5 ● ROBOT MONITOR AT BLACKROCK, 9 MI. BELOW LAFAYETTE, WABASH RIVER.
- ★ CENTRAL RECEIVING STATION AT STATE BOARD OF HEALTH BUILDING, INDIANAPOLIS OPERATED & MAINTAINED BY SURVEYS SECTION, DIVISION OF WATER POLLUTION CONTROL, IND. STATE BOARD OF HEALTH.



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COVER PHOTO

A boy and his kite—thwarted by the spring wind.

PHOTO THIS PAGE

L. Robert Carter, Chief, Surveys Section, Indiana Division of Water Pollution Control (right) with one of the monitoring devices described at the left.

BACK COVER PHOTO

Dogwood in bloom, another sign of spring.

PHOTO CREDITS

*Page 8 B & L Photographers, Indianapolis
All Other Photos Indiana Department of Commerce*

Experts Discuss State's Pollution Problems

By Bill Watt

Restoring environmental quality will require the marshalling of money, manpower and a whole new system of administrative mechanisms, several professionals told the 1970 Governor's Conference on Natural Environment. But speakers also criticized those who attempt to convey an impression of imminent environmental disaster.

"We all won't be wearing gas masks in 30 years," one said.

The March 24 conference at the Scottish Rite Cathedral in Indianapolis was attended by more than 500 persons. Sponsored by the Indiana Department of Natural Resources in cooperation with other state agencies, its purpose was to give participants a briefing on Indiana's environmental problems and what the state is doing to counter them.

Keynoting the conference was Dr. Edward J. Cleary, widely-known consultant on water pollution problems.

"Today, opinion polls and political pronouncements suggest that the public is in the mood to pay any price for complete, if not instant, correction of environmental deterioration," he said.

Cleary forecast that the fervor may lose some of its intensity when the public recognizes that atonement for past neglect "will not only involve commitment of money for the task, but a willingness to accept curtailment of some cherished personal freedoms and conveniences."

"Higher taxes and higher production costs will be only part of the burden," he predicted.

The costly nature of pollution control will require that effective management be undertaken, Cleary stated. "Existing administrative machinery—on both the state and federal levels of government—is not well suited to exploit the application of new technological tools and management techniques now available for safeguarding environmental quality.

"Present machinery is geared almost exclusively to regulatory functions."

Report on Water Pollution Control

A status report on water pollution control was presented by Blucher A. Poole, technical secretary, Indiana Stream Pollution Control Board.

"The people of Indiana have spent \$750 million for water pollution control facilities," he said. "Seventy-five million dollars is under contract. It is estimated an additional \$265 million must be spent to give the state modern, up-to-date facilities. This does not include the cost of tertiary treatment or correcting the combined sewer problem."

(Tertiary treatment, or the third stage, is treatment beyond that conventionally used and removes more of the organic matter present. Secondary treatment is expected to remove about 90% of the organic matter.)

"Water conditions in our state are better than they were 10 years ago," Poole commented. "The quality of the Ohio River has improved materially and we can now see real progress in Lake County."

Poole cited the West Fork of White River as one problem area. (The West Fork flows through Muncie, Anderson and Indianapolis, in one of the state's most populous regions.) Existing facilities are 90 per cent effective in treating sewage, but their capability must be increased to the 98 or 99 per cent level to maintain water quality in the river, he said.

Upgrading of municipal treatment facilities has been limited because there aren't enough federal construction grant funds, he said. However, fourteen municipal projects (costing \$25 million) and 40 industrial projects (costing \$50 million) now are under way.

In addition, three Lake County oil refineries have under design facilities that will provide a very high grade of treatment. The installations are scheduled for completion by June 1971. A fourth refinery has completed its project.

According to Poole, existing treatment facilities in 70 Indiana cities and towns need improvement. Estimated cost is \$150 million. He put a \$50 million price tag on improvements to industrial treatment facilities, noting that 122 need additions.

Short-Term Requirements Listed

Poole listed some other short-term requirements:

—Twenty-five cities in the Lake Michigan and Lake Erie watershed's will be required to install phosphate removal by 1972. Estimated cost is \$15 million.

—Fifty-two towns with sewer systems but no treatment facilities will be required to install secondary treatment by the end of 1972. Combined population of these towns is 51,000 and the cost is expected to run about \$30 million.

—Forty major industries having no treatment facilities will be required to provide them by the end of 1972. This could cost \$20 million.

—Sixty-five cities and 15 to 20 industries need tertiary treatment by 1977. No cost estimate can be made at this time.

—Fifty cities and towns with overflow problems from combined sewers will be required to install corrective works by 1977. Costs cannot yet be estimated.

Poole further noted that accidental oil spills are becoming more troublesome and that agricultural pollution is on the increase. Concentrated feedlots, pesticides and fertilizers will cause more problems, he predicted.

William J. Andrews, deputy director of the Natural Resources Department and its top specialist on reservoir

(Continued on page 4)

State's Pollution Problems cont.

(Continued from page 3)

development, outlined what the state is doing to manage its water resources.

—In cooperation with Purdue and Indiana universities, the department is conducting extensive research into the complex physical processes involving water in the environment.

—Basic data is maintained in several categories—among them modern topographic maps; a statewide network of 203 stream gauging stations to measure stream flow; an evaluation of ground water resources, and studies such as one on the time of travel of water in major streams under different rates of flow.

(Andrews said this last study is important because it will allow adequate warning to public water supply sources in the event a pollutant is accidentally spilled into a river at some upstream point.)

—Planning is based on regional and river basin system frameworks. It takes into account factors of economic efficiency, regional development, environmental quality, and the well-being of the people affected. Planning also encompasses a comprehensive state water plan and work on the area of legal implications of water rights and management.

—In terms of development, six large reservoirs have been built under programs of the Army Engineers. One more is under construction and seven others are authorized for construction. When completed, they will provide 50,000 acres of water for recreation, make available a major source of water for urban areas and help greatly to reduce flood damage—which costs Hoosiers about \$40 million each year.

Progress of Pollution Control

The conference also took up the problem of air pollution control. Perry E. Miller, technical secretary, Indiana Air Pollution Control Board, outlined progress.

The state's air pollution control program started in 1963. At that time only four cities had one or more people working full-time to reduce air pollution, he said. Since then, all but one city with full-time staff have implemented new air pollution ordinances. Many northern Indiana cities are actively developing ordinances at this time.

In 1963, there were only three monitoring stations. Now there are 96 and Miller said results of air samples indicate an improvement in air quality.

Miller noted that pollution problems are not confined by political boundaries and recent legislative action has provided for county and regional control programs.

In Miller's opinion, implementation of recent amendments to the Air Pollution Control Law is urgently needed. Area programs and inspection of control devices on automobiles would be an important step in improving air quality, he said.

Speaking on solid waste management, Dr. A. C. Offutt, state health commissioner, offered these statistics:

"With a population of about 5 million, there is generated in Indiana each day about 12,500 tons of residential solid waste. If we include agricultural and industrial wastes, the daily production of solid waste in this state amounts to 20,000 tons."

Basic Tools for Regulation

Offutt pointed to a 1969 anti-litter law, amendments to earlier legislation relating to waste from water craft and a 1969 refuse disposal act as some basic tools for regulation.

He quoted from President Nixon's February 10 address on the environment:

"... our goal must be to reduce the volume of wastes and the difficulty of their disposal, and to encourage their constructive re-use instead. To accomplish this, we need incentives, regulations and research directed especially at two major goals: making products more easily disposable (especially containers, which are designed for disposal) and re-using and recycling a far greater proportion of waste materials."

While soil conservation long has been viewed as an agricultural problem, one speaker contended that soil conservation is essential to the issue of overall environmental quality.

Kenneth W. Harris, engineer in the Division of Water, Department of Natural Resources, told the conference that soil is our largest source of pollution in the form of sediment. At the same time, it is the largest recipient of other pollutants, such as solid wastes, herbicides and pesticides.

He pointed out that a fast-growing population places increased demands upon our soil base for homes, industries, airports and recreational areas. These changes in land use have brought on a whole new range of problems of which the general public isn't fully aware.

Enjoyment of America's natural surroundings is as important to many Americans involved in the pollution issue as are the financial and health aspects of environmental decay.

Reynold E. Carlson, an Indiana University professor of recreation and park administration, discussed outdoor recreation.

Taking note of a rising tide of public desire to utilize outdoor recreation facilities, Carlson said the number of people using state outdoor recreation properties is increasing at a rate three or four times that of population growth in Indiana.

New reservoirs will meet much of the future demand, he said, but private development of recreational facilities must be encouraged. Private enterprise could relieve some pressure on public facilities and at the same time provide a sizeable amount of income in the form of tourist revenue.

ENVIRONMENT CONFERENCE REMARKS

By

Governor Whitcomb

Gov. Edgar D. Whitcomb called on Midwestern governors to join forces in drafting solutions to the nation's pollution problems by utilizing the talent and resources of the Big Ten Consortium.

The governor was the main speaker at the luncheon session of the Governor's Conference on the Natural Environment.



Gov. Whitcomb

"Let's get our best talent together," he said. "We need coordination of our federal, state, county and city efforts on a level we have never had before. We need the finest brains and the finest talent to

study pollution. For too long it has been profitable to pollute.

"As a result of the President's conference with the four governors in Chicago, I have invited the Big Ten Consortium to take a role in this. These people are going to tackle these problems. I am of the opinion that the Federal government will be glad to participate. By bringing this brain pool together, by bringing these experts together with federal and state agencies, we will have the know-how to lick the problem."

The governor noted that he had mentioned to President Nixon during the Chicago meeting that the most serious shortcoming of anti-pollution efforts has been the fact that the federal government has not met its commitments.

"We were all delighted to hear President Nixon state loudly and clearly that this had come to an end, that future programs would be funded and we would have the money necessary to go ahead with our programs," the governor stated.

"The challenge is ours to clean up our air, rivers and streams. We have the manpower, we are going to have the money and we have the enthusiasm for it," he concluded.

Lt. Gov. Folz

Lt. Gov. Richard E. Folz cautioned Americans not to turn anti-pollution drives into a militant crusade or to undertake a sweeping indictment of industry because environmental improvement is such an important national goal that a unified effort is required.



Lt. Gov. Folz

Folz presided over the morning session of the Governor's Conference on the Natural Environment.

"The state of our environment now stands as the number one domestic issue in our nation," Folz said in his opening remarks. "Americans, by the millions are vitally concerned

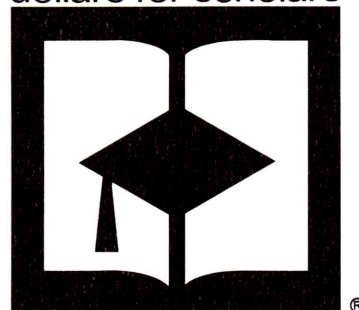
about pollution and about the overall quality of our natural surroundings.

"The task confronting us is a gigantic one. In our efforts to curb pollution, we must not get out of touch with reality. We cannot afford wasted motions, jumbled priorities, overlapping programs, misspent dollars and splinter organizations and pressure groups driving us in different directions.

"By the same token, turning the anti-pollution drive into a militant crusade will only retard our progress," Folz said. "A blanket indictment of American industry will provide nothing constructive. We cannot permit this national project to be overwhelmed by the bureaucratic muddling that has impaired far too many governmental programs.

"I am confident that our battle against pollution ultimately will prove to be a successful one—if we approach this issue systematically, logically and with a unified sense of dedication to a goal so important to our national well being," he said in conclusion.

dollars for scholars



citizens' scholarship foundation of america, inc.

The Citizens' Scholarship Foundation of America, more popularly known as Dollars for Scholars, is a national, non-profit foundation dedicated to the concept that every boy and girl should have the opportunity of a post-high school education—regardless of race, religious belief or academic standing.

Particular attention is focused on the student who is not in the upper ten per cent of his graduating class. Dollars for Scholars is primarily interested in the other 90%.

Dr. Irving Fradkin, a practicing optometrist in Fall River, Mass., believed that the talents of the average student should not go undeveloped and he did something about it. He theorized that few people could give large contributions but believed that thousands of dollars might be raised for a broad base scholarship program if everyone contributed a minimum of one dollar.

Dr. Fradkin put his theory into practice. In June of 1958, 24 Fall River students shared \$4500 in new scholarships. Within three years, the program grew to provide \$20,000 annually for the city's high school graduates.

Word of Dr. Fradkin's idea spread rapidly and he was soon overwhelmed with requests for guidelines in starting other chapters of Dollars for Scholars. The Citizens' Scholarship Foundation of America was incorporated in 1961 to accommodate this interest. This was made possible through the support of businesses and foundations across the nation. During the next decade, \$7 million was raised nationally and benefitted 20,000 students.

The objectives set forth in 1961 were: 1) to aid communities with the formation of locally autonomous Dollars for Scholars programs and 2) to provide continuing services to affiliated CSFA chapters.

Dr. Fradkin asked each member chapter to pay annual dues of \$50 to CSFA to help underwrite the cost of extending the program. Membership dues have not increased, although the program has grown to support a national office and a small staff. Total chapter administrative costs, including local postage and promotion, remain less than 3% of the monies raised for scholarships.

Over 1200 cities and towns have adopted the CSFA idea. Students and adults in these areas now give of their time and money to help local graduates enroll in college, junior college or vocational-technical school programs. The basic aim of every chapter is to get a dollar contribution from each resident in the community.

A Lilly Endowment in 1966 provided a grant to the national CSFA and established an Indiana office to help encourage the founding of new chapters. Response was

immediate. There are now more than 50 Hoosier communities in the program.

Frank Woschitz, executive vice president of the Anderson Chamber of Commerce, commented recently on his feelings about the program. "One of the most appealing aspects is the fact that, although the grants are not loans, most of the students regard them as such and attempt to pay back what was given to them," he said. By doing this, they give someone else the same opportunity to continue their education.

Tell City, Indiana, is one example of how a small town can become totally involved in Dollars for Scholars. This community of 6600 has raised nearly \$10,000 in each drive since the chapter was formed in 1963. The Tell City chapter was able to award more than \$14,000 in scholarships last year, as former students have begun to repay their grants.

Dan Manion, director of the Industrial Development Division of the Indiana Department of Commerce, is aware of the impact such a program can have on the state's labor force. "The Dollars for Scholars program can provide Indiana with a more skilled labor pool," Manion said. "Its emphasis on helping a student learn a trade can have far reaching effects in attracting new industry to the state," he added.

Lt. Gov. Richard E. Folz is enthusiastic about Dollars for Scholars in Indiana. "In this day and age, when the federal government and other agencies are providing help to top graduates, it is refreshing to see such a community-minded grass roots approach to education," Folz said.

"At best," Folz continued, "the education of a community's young people is a difficult problem. The equitable program of the Citizens' Scholarship Foundation of America would seem to me a solution to this dilemma. I urge all communities in Indiana who have chapters to support them. Those cities that have no chapters should look into this scholarship program. It will benefit not only your young people, but also your entire community. The state of Indiana will prosper as well."

Further information on this program may be obtained by writing:

Dollars for Scholars
195 West Street
Boston, Mass. 02154

or

Dollars for Scholars
3032 West 11th Street
Anderson, Indiana 46012

Feasibility Study Report:

Indianapolis Should Consider Building A Sports Complex

A one purpose, 30,000 seat major league football stadium built in conjunction with a 15,000 seat sports arena should be considered for Indianapolis, rather than a multi-purpose domed stadium, according to a recent report by Dr. Alfred J. Gobar.

Dr. Gobar conducted a preliminary stadium feasibility survey for the Stadium Task Force of the Greater Indianapolis Progress Committee and reported at an open meeting in the Indianapolis Hilton on April 8.

He recommended that the city proceed with a full-scale feasibility study of a football stadium and sports arena complex that could use common parking facilities and access streets.

A major league professional football team would be the new activity most likely to be successful in Indianapolis, according to Gobar. His firm, Darley/Gobar Associates Inc., Santa Ana, Calif., is the affiliate of The Arena Group for economic planning for sports and other mass attendance facilities.

According to Gobar's consulting firm, the preliminary study indicates that major league baseball could not be supported in Indianapolis.

"Because of the general economic problems of major league baseball and inadequate support that is produced from marginal markets in the same size range as Indianapolis, we feel there is a possibility teams can be attracted to Indianapolis, but the probability of their success is limited," Gobar said. "Less than half the baseball teams are breaking even."

Albert A. Savill, chairman of the Indianapolis Sports Stadium Task Force, previously suggested a multi-purpose domed stadium for Indianapolis. Although "satisfied" with the preliminary report, Savill said that a domed stadium would still be possible if the people were willing to subsidize it.

"There is a misconception that only a multi-purpose stadium is the thing," Gobar said.

"Our firm is not convinced that a city such as Indianapolis shouldn't have two stadiums," Gobar noted. He added that Indianapolis may not be in the market for major league baseball for five to ten years and it is useless to build a stadium now to house a baseball team that would lose money for a decade.

No recommendation for a stadium site was made by the consulting firm. That will be included in the full-scale feasibility report which Savill said would begin soon. Such a study would include preliminary architect's plans and site proposals in addition to cost estimates for stadiums with and without domes.

As was expected, the preliminary study indicated that no form of sports facility would be able to sustain itself without some form of tax or bond-issue aid.

Mayor Richard G. Lugar said that the use of property tax funds "is not the way to go" to subsidize a stadium. "User tax is in the realm of possibility," he continued, noting that it is appropriate that those who enjoy the stadium, support it.

The recommendations of the stadium survey were as follows:

"We would strongly recommend a more detailed feasibility analysis of a single purpose football stadium, expandable from 30,000 to 55,000 seats, built in conjunction with a sports arena, seating 15,000 and sharing common parking, access, off sites, etc. In the event that it is desirable to consider replacing Victory Field, that could also be made part of the same complex as could long term provision for the construction of a separate single purpose baseball stadium; these options offer the greatest probability of meeting the needs of teams most likely to be attracted to Indianapolis at the minimum operating and construction cost with maximum flexibility of use."

EDUCATIONAL TV IN

An Indianapolis educational television station will go on the air in September, following announcement of a successful public fund-raising campaign.

On March 24, a women's volunteer organization reported it had raised more than \$250,000 of the \$350,000 needed to get the station operating and keep it in operation for the first year.

It was believed that the \$250,000 represents the largest amount raised through volunteer efforts to get an educational television station in operation. Foundation funds have provided the lion's share of initial money in most cities.

The ultra high frequency station, on Channel 20, has been assigned the call letters WFYI and is scheduled to begin operation September 8.

Indiana's oldest ETV station is WCAE, Channel 50, located in the northwestern corner of the state, at St. John. The station began telecasting on Sept. 20, 1967, licensed under the Lake County School Corporation. At that time, the school corporation agreed to pay for the station's operation during the first three years. That policy continues and the station also conducts occasional fund drives.

WCAE serves not only the Calumet area but also sends 40% of its signal into northeastern Illinois. On the air for 45 hours a week, Channel 50 presents deversified programming and devotes a quarter of its production to the local issues.

WVUT, Channel 22, Vincennes, is the state's second oldest ETV station, as they began operations on Feb. 19, 1968. The station is supported by Vincennes University and manned almost entirely by students. Programming is varied to appeal to all segments of the community.

The next station to go on the air was WTIU, Channel 30, in Bloomington. They started telecasting on March 2, 1969.

Indiana's newest operating ETV station is WNIN, Channel 9, in Evansville. This station made its debut in March of 1970.

Warren Wright, general manager of WFYI, comments on the role of public television in Indiana:

"While commercial television is performing a great service, it cannot in a free enterprise system assume all the responsibilities. It must program to a majority of the people a majority of the time, or close up shop.

"Public television doesn't always have to program to a majority. It makes full use of the medium by providing programming for various special audiences. Because public television can do this, it permits commercial television to continue its present general programming."

Robert Edelman, general manager of WNIN in Evansville, outlined the role of his station in that city:

"Our primary concern is to continue the successful program we have had with area public schools, a program that has been in existence for 11 years. But we also want to offer Evansville the fine public television of the Corporation for Public Broadcasting and National Educational Television."

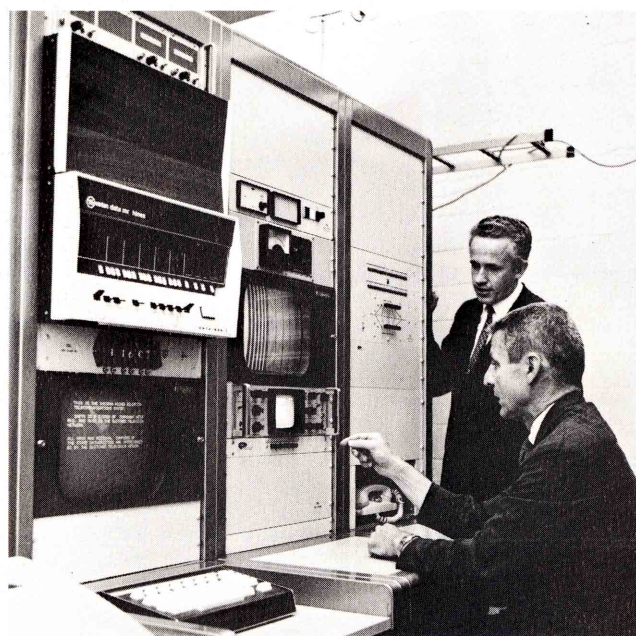
WTIU in Bloomington is closely oriented to the use of educational television as an instructional medium.

"I want to emphasize that television is definitely not a substitute teacher," its manager, Don Feddersen, said. "In respect to our regional campuses, we try, through ETV, to make available certain courses which would not otherwise have been offered by the regional campus. Another advantage of the television lecture is the time now available to spend in student-teacher conferences, discussions and seminars."

Hoosier television educators have banded together to form the Indiana Educational Television Association with the goal of exchanging programming ideas and establishing a means for connecting the educational stations.

Association members are looking into the possibilities of state network presentations involving subject matter of statewide interest.

One existing network device links state university main



left: Hugh A. Green, executive director of the Indiana Higher Education Telecommunication System (standing), and W. C. Holmann, Indiana Bell Telephone Co. executive, discuss operation of the IHETS computer-controlled network.

INDIANA

campuses and their regional centers. The Indiana Higher Education Telecommunication System provides instructional and educational programs by telephone circuits. Tied into the system is the Indiana University Medical Center, which can originate programming to hospitals and other centers of medical education in the state.

Plans now call for the network to be extended beyond the state university campuses. Transmitters are planned for six Indiana cities: Fort Wayne, Lafayette, Dyer, Evansville, Indianapolis and Terre Haute. These installations will transmit on as many as four different channels to receivers located within a 12-to 15-mile radius.

Television educators have some long-range ambitions. They include expansion of instructional services to private colleges, professional associations, vocational schools and the public schools.

The Indiana University main campus in Bloomington is the source for some supporting services for educational television.

Fedderson explained the function of two tape centers located in Bloomington.

"A tape duplication service is provided for two national organizations whose headquarters are in Bloomington and whose missions are closely related to our own interest.

"The National Center for Schools and College Television selects and distributes on videotape some of the highest quality instructional television materials now available for use by schools and educational stations.

"The Educational Television Stations Program Services operates a program exchange service for the more than 110 non-commercial educational television stations now operating in the United States. It selects for duplication and circulation good programs and series of a non-instructional nature which originally were produced by local stations but which merit wider viewing."

Fedderson went on to say that the Indiana University Radio and Television Service handles the technical aspects of screening, evaluating and duplicating copies of the programs selected for distribution by these organizations.

One central source of television materials is National Instructional Television, headquartered at Bloomington. It has developed specific course programs for use at all levels of primary, secondary and higher education.

Television has become one of the most powerful means of communication in the history of man. A nation whose children will have watched 22,000 hours of television by the time they reach 16 years of age—a society which spends nearly one-fourth of its waking hours watching television—is irrevocably committed to the medium.



right: master tapes are stored in the Broadcast Materials Library at Indiana University.

Feasibility Study For Port On Ohio River Now Underway

A study on the feasibility of an Ohio River port for southwestern Indiana now is under way. The Indiana Port Commission has set a September 1 deadline for its completion.

The \$50,000 study is being carried out by Sverdrup & Parcel Inc. The consulting firm will determine:

- The size of the "market area" the port facility would serve.
- The extent of competition.
- Potential cargo volume.
- The interest of commercial, governmental and industrial establishments in the market area toward use of the port facility.
- The interest of barge operators in serving the port.
- The water access, berthing requirements and cargo storage facilities necessary.
- The need for support facilities, such as rail marshalling yards, highways and pipelines, as well as basic municipal services.

After the specific surveys are completed, the consulting firm will draft a general port development plan and provide cost estimates.

Terms of the agreement call for the consultants to submit a progress report each month, including the percentage of contract work completed and a written summary of work undertaken.

Ferro Corp. Announces Plans To Build New Plant In Plymouth

The Ferro Corp. and the Plymouth Industrial Development Corp, recently announced finalization of plans for Ferro Corp. to build a plant in Plymouth, Indiana, to supply its products to the reinforced plastics industry. This will be the first Ferro plant in Indiana.

The announcement was made jointly by E. S. Felker and C. R. MacPherson, general managers of the Color and Fiber Glass Divisions of the Ferro Corp. and Walter A. Glaub, president of the Plymouth Industrial Development Corp.

"The ultimate selection of Plymouth for the new plant facility resulted from the Indiana state industrial tour conducted by the Indiana Department of Commerce in May of 1969," MacPherson said. He further noted that Plymouth met all of Ferro's plant location criteria, primary of which was the establishment of a new plant in the nucleus of existing Ferro customers.

The Plymouth plant is expected to be operational by the end of the second quarter of 1970. It will be a new ultra-modern steel building of approximately 30,000 square feet, located on a six acre tract in the new Plymouth Industrial Park. The structure will resemble existing Ferro plants in Miami and Dallas. Initial employment will be approximately 50 persons. The facility is so designed that it can be expanded to meet the future needs of customers in the area.

Fiber glass reinforcements, gel coats and paste colors will be manufactured and distributed by the Plymouth plant.

Owens-Corning Fiberglas Opens Storage Tank Plant in Valparaiso

Lt. Gov. Richard E. Folz cut the ribbon at dedication ceremonies opening the new Owens-Corning Fiberglas plant in Valparaiso on April 1. The plant will produce underground storage tanks for petroleum products.

Governor Edgar D. Whitcomb and other state officials were on hand for the ceremonies. The governor toured the new installation and joined company officials and local civic leaders at a luncheon.

Others attending included State Auditor Trudy Ether-ton, State Supt. of Public Instruction Richard D. Wells and U.S. Rep. Earl Landgrebe (R-Ind.). Key personnel present representing the Indiana Department of Commerce were: Van Barteau, executive director; Daniel A. Manion, industrial development director, and Bill Watt, information director.

The new 20,000 square foot plant currently employs 45. It was built with an eye to future expansion, company officials said.

Owens-Corning Fiberglas Corp. is headquartered in Toledo, Ohio.

EPC Inc. Doubles Size of Geneva Plant

The EPC Inc., manufacturers of copper fittings for air conditioning and refrigeration units, has announced that they are adding 20,000 feet of floor space to the Geneva, Indiana, plant. This addition will double the size of the plant.

Sixty persons are now employed by EPC Inc. in Geneva. Indications are that this number will be increased when the new facilities are completed.

International Trade Seminars Planned Throughout the State

The first in a series of International Trade seminars planned for the state was held in Evansville on April 8. Other seminars have been scheduled for Muncie, Gary, Terre Haute and Indianapolis.

These one-day seminars are sponsored by the Indiana Department of Commerce in cooperation with the chambers of commerce in the various cities.

Purposes of the seminars are: to increase the awareness and interest of Indiana businessmen in exporting; to provide them with related information on the practical aspects of exporting; to promote the export facilities and services of the U.S. and Indiana Departments of Commerce; and to provide a forum of discussion for the problems and potentials of international trade.

Highlights of the sessions include four presentations on the practical aspects of exporting, plus a luncheon featuring a prominent speaker.

These seminars are open to any Indiana businessman who is actively involved in exporting or is interested in future exporting.

Further information on the International Trade seminars may be obtained by writing: Basil Kafiris, director of International Trade and Economic Research, Indiana Department of Commerce.

International Trade Advisors Named by Lieutenant Governor

Lt. Gov. Richard E. Folz recently established a committee of leading businessmen and educators to help the Indiana Department of Commerce expand its international trade programs.

Folz said the International Trade Advisory Committee will include 18 members whose professional activities relate to international trade development and research.

Its purposes are:

—To make recommendations on specific export promotion programs.

—To coordinate industry and university research activities with those of the Indiana Department of Commerce and to help disseminate findings of research studies on international trade.

—To assist the department with its existing trade programs, such as trade missions.

—To determine the special needs of the business community for governmental assistance in the area of international trade.

Members will serve without compensation.

"International trade development is becoming much more specialized," Folz commented. "Our programs are moving from a broad promotional approach to more specific projects tailored to the needs of Indiana industry groups and individual companies which desire to sell their products abroad."

Those who have accepted appointment to the International Trade Advisory Committee include:

—Gunnar Beeth, director of marketing, and international relations, Ransburg Electro-Coating Corp., Indianapolis.

—Lyle D. Boughton, Allison Division, General Motors Corp., Indianapolis.

—Richard O. Christian, corporate transportation manager, Cummins Engine Company, Columbus.

—Dr. Richard Farmer, chairman, international business department, Indiana University School of Business, Bloomington.

—Dr. Robert W. Greenleaf, graduate school of business, Indiana University, Indianapolis.

—Lowell H. Grossman, traffic and transportation manager, RCA Consumer Division, Indianapolis.

—Jay P. Helstern, vice president, INB International, Indianapolis.

—Wim Hofman, export manager, Diamond Chain Company, Indianapolis.

—Anthony S. Jarana, export division manager, Stokely-Van Camp, Inc., Indianapolis.

—John R. Jarema, distribution manager, Dow Chemical International, Inc., Indianapolis.

—V. Basil Kafiris, director of international trade and economic research, Indiana Department of Commerce, Indianapolis.

—Dr. Lawrence Kreider, Indiana University School of Business, Bloomington.

—John Oberlies, traffic department manager, Eli Lilly International, Inc., Indianapolis.

—David M. Proctor III, vice president, Indiana National Bank, Indianapolis.

—George Stolnitz, director, International Development Research Center, Indiana University, Bloomington.

—Dr. Leslie L. Waters, chairman of the transportation department, Indiana University School of Business, Bloomington.

Conference on Remote Sensing To Be Held at Purdue in May

Plans are now underway for a Laboratory for Applications of Remote Sensing (LARS) Conference to be held at Purdue University on May 21 and 22.

Approximately 300 representatives of industry, state government, education and other fields will attend the conference, which is sponsored jointly by the Indiana Department of Commerce and Purdue University.

The LARS concept will first be explained to conference participants. In the LARS program, remote sensing is applied to agriculture, the earth's resources and man's environment. In the near future, LARS may be able to detect pollution of both air and water.

Once the concept has been explained, those attending the conference will endeavor to find ways that LARS might be used in their various areas of interest.

Soil maps are an example of what LARS can do at the present time. These maps are produced by a computer utilizing energy measurements obtained by instruments in an airplane. The computer is instructed to delineate various soils, using spectral characteristics. Maps showing weeds and various crops may be produced in the same way.

New Tourism Film To Be Shown By 11 Indiana TV Stations

Eleven Indiana television stations will program the new tourism film produced by the Indiana Department of Commerce.

The 11-minute motion picture "Indiana, the Center of Things" was completed in January and the Tourist Division began making prints available to local organizations during February.

These 11 TV stations will program the travel film free of charge because the Tourist Division budget does not provide enough funds for television advertising.

The stations which have written the department saying they will air the film in the near future are:

WSJV, Elkhart; WFIE, Evansville; WTVW, Evansville; WKJG, Fort Wayne; WISH, Indianapolis; WFBM, Indianapolis; WTTV, Indianapolis; WLWI, Indianapolis; WNDU, South Bend; WTHI, Terre Haute, and WTWO, Terre Haute.

Additional Export Information Sources

By Basil Kafiris

Director, Economic Research and International Trade Division

(Second of a series)

The first important step in the exporting process is market research, which was stressed in the beginning of the "How To Export" series last month.

This article continues the descriptions of available sources of information from different federal agencies and national organizations which assist United States exporters, either directly or indirectly.

Foreign Production and Commercial Reports: These series consist of more than 300 reports a month received by the U.S. Department of Commerce specialists in U. S. foreign posts abroad. These individual reports are so specialized in their coverage of news and developments that they are of primary interest only to specific segments of the U. S. community. They include commodity-oriented reports on production and other developments abroad.

Overseas Business Reports: These reports provide basic background data for businessmen who are reviewing their international trade position in current markets, or who are considering entering in new areas. They provide basic authoritative information on both developing and industrialized countries. Each report discusses one single topic in one country, such as "Marketing Factors in Brazil" or "Selling in—".

Trade Mission Reports: International trade opportunities for U. S. exporters with countries visited by U. S. Trade Missions are described in special issues of the U. S. Department of Commerce publication.

Business and Defense Services Administration: The primary purpose of the Business and Defense Service Administration (BDSA) is to serve the U.S. domestic industry. Organized into four industry offices and 22 industry divisions with a staff of over 250 industry specialists, the BDSA provides information and assistance to the manufacturing, construction, distribution and science industry. In this context, BDSA gathers information about commodities in world trade and collects, evaluates and publicizes information about overseas trade opportunities.

Office of Foreign Commercial Services: The office of Foreign Commercial Services is mainly responsible for the recruitment assignment and performance evaluation of these officers who are stationed at all key U.S. Embassies and Consulates to collect information.

Joint Export Associations: This association consists of groups of manufacturers joining together to sell abroad. Under JEA, the government shares specified costs of overseas market development activities with cooperating groups on a contractual basis. The activities for which costs are actually shared are specified by contracts covering specific market development projects, market research, training of service personnel, participation in trade exhibitions, and the like. Guidelines for preparation of joint export association proposals may

be obtained by writing Joint Export Activities Division, Bureau of International Commerce, Washington, D.C.

Export-Import Bank of Washington: The Export-Import Bank of Washington (EXIMBANK) was established in 1934 to finance, stimulate, and otherwise facilitate foreign trade. The export activities of the bank consist of financing, guaranteeing, and insuring payment of goods and services of U.S. origin. In so doing it must supplement but not compete with private facilities. The bank publications and reports are a good source of international trade information.

Commercial Banks: Many banks, such as the Chase Manhattan Bank, the First National City Bank, Morgan Guaranty Trust Co. of New York, have long been active in international trade. They have international departments at their main offices and branches overseas. These banks provide information on financing exports, foreign exchange operations, domestic and foreign trade information, international trade developments, as well as information on exchange and import restrictions. They also publish booklets and other reports on economic conditions and potential overseas markets.

Transportation Companies: To be successful in exporting, goods must arrive in the foreign destination in good condition, within a reasonable length of time and at competitive costs. Transportation companies, especially the airlines, provide good informative materials on export transportation and related international trade matters.

The Port of New York Authority: The Port of New York Authority has long been a leader in handling the vast amounts of foreign trade which move between the U.S. and various nations. For example, \$6 billion worth of goods was shipped overseas from the Port of New York in 1963. The Port of New York Authority, with its foreign trade experts and specialists, offers assistance in every field of international trade and provides a variety of information in its publications.

About 700 international freight forwarders and customs house specialists provide export assistance. Export packers prepare all kinds of packing for all types of commodities for shipping overseas. An international center with 90 banks and an insurance center with 150 companies provide international banking service and insurance coverage for U.S. exporters. Much information is also available from the Port's publications, such as trade guides, directories for forwarders and packers and freight rates.

United Nations: Annually the United Nations publishes the "Yearbook of International Trade Statistics for Imports and Exports" by unit value for 132 countries. These categories are quite broad, but figures have some value.

(Continued on next page)

Department of Commerce Staff Activities

Van Barteau, executive director of the Indiana Department of Commerce, participated in the Chicago Tax Club round table discussion on March 2 in Chicago. Barteau spoke on "The Ad Valorem Climate in Indiana." Club membership is almost entirely composed of corporate tax representatives for companies in Indiana.

On March 10, Barteau attended a luncheon meeting in New Castle to discuss the possibility of establishing an Economic Development Commission in that city. Barteau spoke about the state and federal funds which are available, or which could be made available, to assist communities in industrial development. He also discussed the funds made available through small business agencies and state guaranteed loans and the "Municipal Economic Development Act of 1965." An Economic Development Commission could be established in New Castle by virtue of this act.

Roland Mross, director of the Planning Division of the Indiana Department of Commerce, was one of the speakers at the Marshall County leadership seminar held at Culver Military Academy on March 31. Theme for the seminar was "Marshall County Exploring Tomorrow's Opportunities." Mross had as his topic "The Role of Community Planning". The day-long program included discussions of the county's future in the areas of industry, business, recreation, housing and education.

Eva Lou Messick, associate director of the Tourist Division, and travel hostesses Cheryl Culp and Peggy Howard participated in the third annual Family Fishing Night Sport Show in Gary on March 7. Approximately 4000 fishing enthusiasts attended the show, in Memorial Auditorium, sponsored by the Gary *Post-Tribune*. The travel hostesses distributed tourism literature and discussed Indiana tourist attractions.

In early March, Eva Lou Messick attended a reception and dinner meeting at the Conrad Baker Cultural Center in Evansville as a representative of the lieutenant governor. James Biddle, president of the National Trust for Historic Preservation was the main speaker. Attending were members of the Evansville Chamber of Commerce, the Conrad Baker Foundation, the Junior League of Evansville, Inc. and the Evansville Museum of Arts and Sciences. The meeting was held to familiarize those attending with information on the techniques of renovation and restoration in the Evansville area.

John Snyder Jr., director of the Tourist Division, participated in numerous activities during the month. He spoke on Indiana tourism to the following groups: the Northeastern chapter of the Indiana Mobile Home Association in Fort Wayne on March 3; the Lebanon Chamber of Commerce on March 5 and the Rushville Chamber of Commerce on March 9.

Snyder participated in the ribbon cutting ceremony at the Fort Wayne Travel Show on March 13. He attended the Dallas Travel Show on March 18 and 19 and the Des Moines Travel Show on March 25 and 26. On March 30, he spoke on tourism at a meeting of the Taylor University Young Republicans.

Dan Manion, director of the Industrial Development Division, spoke to the Goshen College student body on March 2 . . . On March 7, Manion participated in a flag dedication for the Disabled Veterans of Foreign Wars in Lebanon.

He addressed the Lafayette Rotary Club on March 10 and also spoke to the American Society of Civil Engineers in Indianapolis. Manion spent March 16 and 17 at Lake Geneva for the Great Lakes States Industrial Development Conference.

On March 24, Manion attended a breakfast meeting on industrial development in Seymour with Governor Whitcomb. He also met with leaders of the Purdue University sophomore class that day and discussed youth and politics.

'How To Export' cont.

(Continued from page 12)

World Clubs: Foreign trade or world trade clubs with their programs and other activities play a very important role in international trade. This is especially true because of the exchange of ideas, opinions, and experiences. Other sources of export information are local and foreign trade associations, foreign trade journals and publications, and commercial representatives of foreign countries in the United States. The significance of this information depends upon the different kinds of products to be exported. With this source it is easy for someone to learn which of some 170 countries have bought any of more than 3000 U.S. products and which of them have been the largest and most consistent markets for the U.S. industries.

(To be continued in future issues)

Vacation Areas Expand Facilities

Outdoors-bound Hoosiers will find expanded attractions at Indiana's state parks, forests and reservoirs this summer, offering pleasant short trips to the state's many lakes, streams and woodlands.

In addition, development of private campsites and other recreational facilities will help absorb the burgeoning volume of tourists.

Right now, the Department of Natural Resources is undertaking an ambitious program of campsite development. Other improvements to state properties have been undertaken, notably at McCormick's Creek State Park near Spencer.

The state's growing system of reservoirs is providing varied forms of outdoor recreation. Extensive facilities for camping and water sports are available at Monroe

Reservoir, south of Bloomington; Mansfield Reservoir, near Rockville, and Richard Lieber State Park, at Cloverdale. The newer reservoirs along the upper Wabash River provide water sports but camping services still are somewhat limited.

Camping areas have been established at most state forests and at some state fish and game areas. Specific information on services at these state properties may be found in the 1970 Camping Guide, published by the Indiana Department of Commerce, Tourist Division, Room 336, State House.

Camping facilities are available in state parks year 'round with the exception of Bass Lake, which is closed from Labor Day to Memorial Day. State forest and state fish and game area camp-grounds are open from mid-April through the last Sunday in October. Winter camping facilities and accommodations are available at other times. Certain recreational facilities, such as swimming pools, do not open until Memorial Day.

Again this year, the Department of Natural Resources is issuing an annual permit, good for unlimited admission to all state parks, state recreation areas, state forests and state memorials.

The permit costs \$10 and is valid throughout the calendar year. It admits a non-commercial passenger automobile and all its occupants. Service fees are not covered. These permits are available from the Department of Natural Resources, Division of State Parks, or at park entrances.

A single one-day admission for an automobile and its occupants costs \$1.25. Passengers on commercial vehicles and pedestrians are charged 25 cents each for admission.

A \$1 daily use fee is charged for each motor-powered, wheeled recreational vehicle which is hauled into designated properties such as state parks and state recreation areas.

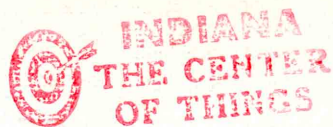


left: Turkey Run State Park

right: The Shades State Park



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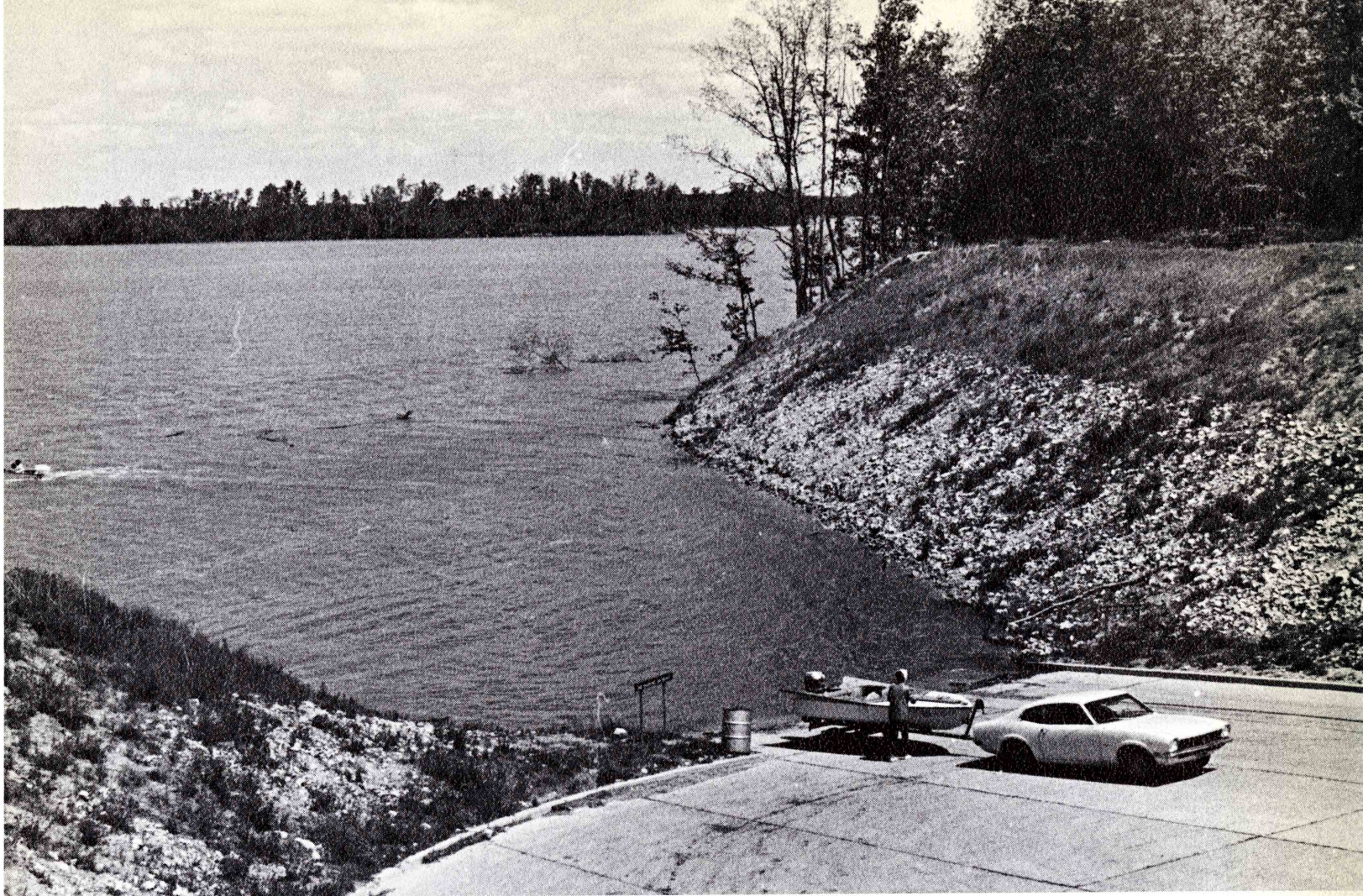
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COVER PHOTO

Mario Andretti qualifies his car number one for the 1970 Speedway classic.

PHOTO THIS PAGE

Boat launching ramp at the Salamonie Reservoir near Wabash. (See story page 6.)

BACK COVER PHOTO

Another scene at the Indianapolis Motor Speedway.

PHOTO CREDITS

*Page 2 and 6.....Huntington Herald-Press
Page 7.....Ken Williams, Dept. Natural Resources
All Others.....Indiana Department of Commerce*

Commerce and INDIANA

CONSUMER PROGRAMS STUDIED BY INDIANA ADVISORY COUNCIL

The Indiana Department of Commerce has launched a study of consumer problems and programs in the Hoosier state. From it will come recommendations for state programs of consumer education.

The consumer affairs issue is attracting a great deal of national attention and state and city governments have fashioned widely divergent techniques for resolving the differences between buyer and seller.

In states such as California, state consumer programs primarily involve advising the governor and governmental agencies of consumer problems and submitting legislative recommendations.

Connecticut's consumer protection department administers a variety of consumer protection laws, including the ones pertaining to food and drugs and weights and measures.

Two localities with consumer protection agencies—Columbus, Ohio, and Dade County (Miami), Fla.—also supervise weights and measures enforcement.

Florida's Consumers Council is tied into the state's department of agriculture. The responsibility of the council is to recommend legislation, report violations, develop educational programs and encourage business to maintain high standards.

New Jersey's office of Consumer Protection operates within its Department of Law and Public Safety. The office processes consumer complaints and advises the governor and attorney general on consumer matters.

Michigan's Consumer Council is made up of three separate three-member committees meeting jointly. One is a legislative citizens committee appointed by the legislative council, an executive committee with public officials as members and a governor's citizens committee.

Tennessee's Advisory Commission on Consumer Affairs is primarily a study group.

In certain states, the consumer agencies serve as complaint departments, while in others they serve as a clearinghouse for steering consumers to the proper agencies or for advising them on procedures for getting relief.

Some agencies do not attempt the complicated task of regulating business practices or processing specific consumer grievances.

Many publish pamphlets aimed at helping buyers make wise choices in the marketplace.

New Jersey's Office of Consumer Protection distributes

an illustrated brochure containing 20 tests to apply to a used automobile to determine its condition and safety.

Nassau County, N.Y., publishes a table of equivalent weights. To assist the consumer in determining who to see about a problem, the county provides a consumer's guidebook which catalogs the responsibilities of local, state and federal agencies.

It also makes available booklets on techniques of dealing with salesmen, purchasing furniture, and intelligent grocery store shopping.

The emergence of the consumer affairs issue has brought with it a proliferation of housewives' organizations and consumer education programs within clubs and civic organizations.

The most widely-known private consumer agency is the Better Business Bureau, a non-profit organization.

The Indianapolis office reported a yearly tabulation of 61,373 customer relation inquiries and complaints, of which only 4,251 were complaints only. Complaints that are received most frequently involve services, such as late delivery of periodicals and other mail order merchandise, automobile repairs, appliance servicing, television repairs and billing problems.

The number of complaints involving misrepresentation, fraud or deception received by the Bureau nationally was 5 per cent or less of the total number of complaints received.

Among other services, so-called "Action Line" columns in metropolitan newspapers function as vehicles for handling consumer complaints.

In announcing formation of Indiana's Consumer Advisory Council, Lt. Gov. Richard E. Folz said he intends to enlist the assistance of local consumer organizations and the business community in carrying out the department's studies.

He emphasized that a cooperative approach involving business and consumers will best serve the needs of Hoosier consumers.

At this time, Mrs. Ronald Maves of Muncie, chairman of the Consumer Advisory Council, is surveying the extent of existing consumer programs in the state and soliciting from interested persons throughout Indiana their views on what seem to be the most frequent trouble-spots in the seller-consumer relationship and what educational programs would best resolve them.

T. W. Schulenberg Named Director Of Department's Planning Division

T. W. Schulenberg, a former commissioner of the Massachusetts Department of Commerce and Development, was recently named director of the Planning Division of the Indiana Department of Commerce.

Lt. Gov. Richard E. Folz announced the appointment on May 7. Schulenberg succeeds Roland J. Mross who has been designated liaison officer between the Planning Division and the governor's Office of Community Affairs.



T. W. SCHULENBERG

A native of Farmers Retreat, Ind., Schulenberg holds a public service engineering degree from Purdue and was the first manager of the Lawrenceburg-Greendale Chamber of Commerce.

He was assistant director of the Indianapolis City Plan Commission from 1947 to 1952; associate director and planning engineer, Indiana Economic Council, 1952-1956; associate director, Indiana Department of Commerce, 1956-1958; executive director, Indiana Department of Commerce, 1958-1965; director, Division of Planning, Indiana University, 1962-1965; commissioner, Massachusetts Department of Commerce and Development, 1965-1969, and a consultant to Dynaplex Development Corp., 1969-1970.

During his prior service in Indiana government, Schulenberg aided in the formation of more than 100 local planning commissions throughout the state. As planning director at Indiana University, he organized the federal assistance program for local planning in Indiana.

While in Massachusetts, he was the first chairman of that state's Housing Finance Agency and Industrial Finance Board. He also was associated with the New England Regional Commission, NASA's Research Application Center and the Metropolitan Area Planning Council of Boston.

Schulenberg was policy committee chairman for the New England Governor's Conference and Boston Regional Plan. He is a past president of the National Association of State Planning and Development Officials.

Port Commission Announces Date of Opening Ceremonies

The Indiana Port Commission recently announced that the opening celebration for its deep-water port at Burns Waterway Harbor will be held on July 17 and 18th. Dredging in the harbor is scheduled to be completed by mid-year.

The east arm of the harbor was opened to lake commerce last year when the first bulk carrier arrived at the Bethlehem Steel Corporation's dock on Sept. 11. Thirty-five cargoes of iron ore and limestone, totaling about three-quarters of a million tons, entered the harbor by the end of the season.

National Travel Writers, Editors Tour Lincoln Heritage Trail Area

Ten travel-writers and editors from newspapers and magazines took a three-day tour of southern Indiana in late April.

Lt. Gov. Richard E. Folz said that one of the primary goals of the tour was to increase promotion of the Lincoln Heritage Trail area. Purpose of the group's visit was to give the writers material about the Hoosier state for national publications.

The group toured the Kentucky portion of the trail before coming to Indiana and then continued on into Illinois. Hostesses of the Tourist Division served as guides for the Indiana portion of the tour, which was sponsored by the Indiana Department of Commerce. Tour arrangements were made by the Lincoln Heritage Trail Foundation, Inc.

While in Indiana, the writers visited Santa Claus, Lincoln State Park, French-Lick, Monroe Reservoir, Indianapolis and Vincennes. Mayor Earl Lawson of Vincennes was host to the group during their visit in his city.

Lt. Gov. Folz noted that the Lincoln Heritage Trail Foundation—working with the states of Kentucky, Indiana and Illinois—has undertaken an ambitious development program for the trail, which follows the landmarks associated with the early life of Abraham Lincoln in the three states. It is time, Folz said, to begin a full-scale publicity campaign for this historic area and its tourist attractions.

Lt. Gov. Folz Visits Bedford, Speaks, Tours Industrial Park

Lt. Gov. Richard E. Folz addressed a luncheon meeting of Bedford civic leaders on May 12, in connection with several economic development projects now underway in that city.

Prior to the luncheon, Folz and members of his staff attended groundbreaking ceremonies for a joint Chamber of Commerce and tourism facility.

The lieutenant governor noted local plans for transforming a limestone quarry area into a recreational park. He told the luncheon audience that additional recreational facilities such as the proposed park are necessary if Bedford is to derive maximum economic benefits from the nearby Monroe Reservoir.

Folz emphasized that local enthusiasm and support for economic development projects is essential to their success. While state agencies such as the Indiana Department of Commerce can provide valuable consulting services and promotional assistance, he said, local initiative is the key.

He described several programs the Department of Commerce has developed to stimulate local and regional action on economic growth.

Attending the luncheon with Folz were Daniel A. Manion, industrial development director; John K. Snyder Jr., tourism director; and Bill Watt, information director.

The luncheon was followed by a tour of a new industrial park in the city.

First Ohio River Arts Festival Presented Many Cultural Events

The first Ohio River Arts Festival, a two-week cultural event, was held in Evansville April 14 through 26.

Sponsored by the Evansville Arts and Education Council, the festival provided all citizens with the opportunity of enjoying a wide range of cultural activities—the largest ever attempted.

Over 40 different events were scheduled throughout the 13-day period, ranging from a ballet revival to kite flying and from Shakespeare to Walt Disney's psychedelic movie "Fantasia."

A partial listing of activities includes art shows, concerts, lectures, recitals and a series of foreign films.

The program also featured culture, kid-style. The newly organized Puppeteers of the Evansville Junior League gave a series of puppet shows aimed at amusing—and educating—the younger audiences.

One of the Festival's most successful events was the Philharmonic Pops Concert held at Roberts Stadium on April 25. Attendance was estimated at 4000.

Muncie Airport Building Is Dedicated

Lt. Gov. Richard E. Folz dedicated Muncie Aviation Corporation's new sales and administration building at the Muncie airport on April 28.

The firm is a fixed base operator at the airport.

Folz noted that new facilities such as this one make cities more attractive to industry because national companies place a great deal of emphasis on local transportation services when selecting a site for a new plant.

The Indiana Department of Commerce is conducting a statewide survey of local airport facilities and needs to determine what type of airport development programs should be undertaken by the state.

Art Festival At Homer Features Craft Demonstrations

The fourth annual Homer Festival of Arts and Crafts will be held the weekend of June 20 and 21 in Homer, eight miles southwest of Rushville.

As in former years, artists and artisans from Rush and surrounding counties will converge on the small community to demonstrate their varied skills.

Mainstays of the festival include the Country Fare eating place, The Sampler cabinet shop, the Homer Art Gallery, and the Flea Market. The Slabtown Players will present a new melodrama, set to music. The Mudcrick Minnesingers will also provide entertainment.

Rail tours of the festival and points west will be available on the Mudcrick Meteor, a 40-passenger open air adaptation of a Victorian horse-drawn rail car.

Displays and demonstrations include painting, weaving, woodcarving, cabinet making, pottery, quilting, spinning, embroidery and a smithy. Rush County cooks will offer their wares for sale, including corn, yeast and salt rising bread, many sweets and ice cream—hand-cranked on the spot.

The casual, unhurried atmosphere of the town, even at festival time, has proven to be one of Homer's biggest assets. Keeping the show as it is has been a difficult task for members of the festival's admissions committee, who refuse to turn the affair into a carnival.

International Trade Seminars Are Directed To Small Manufacturers



Three international trade seminars have been held this spring in Evansville, Indianapolis and Gary. More seminars are scheduled to be held sometime this fall.

These one-day seminars are sponsored by the Indiana Department of Commerce in cooperation with the chambers of commerce in the various areas of the state. They are devoted to the important aspects of exporting, with special attention given to the small manufacturer.

The above photo was taken at the Indianapolis seminar, held May 6, and shows Basil Kafiris, director of the Economic Research and International Trade Divisions, addressing the group.



Counties Along Upper Wabash River Combine Efforts To Boost Economy

By Bill Watt

Rich in reservoirs and Indian lore, a four-county region along the Upper Wabash River has set in motion a combined community development and promotion effort to give the area's economy a boost.

The four counties—Miami, Wabash, Huntington and Grant—share the attractions of three major flood control reservoirs and their corollary facilities for outdoor recreation.

The cluster of counties also is the hub of heritage surrounding the Miami Indian tribe, one of the Ohio Valley's most powerful Indian nations during frontier days.

History buffs still spin yarns about the frontier-era saga of Frances Slocum, a five-year-old abducted by Indians in Pennsylvania in 1778 and found living among the Miamis near Peru in 1835. Thoroughly steeped in a lifetime of Indian ways, Frances had no interest in rejoining the culture she had been separated from as a child.

Jalapa, in Grant County, was the scene of a pitched battle between several hundred Miamis and 600 U.S. soldiers during the War of 1812. Although the ambush was not successful, the Americans fell back after a three-hour struggle and the weary army struggled back to Ohio.

The French explorer La Salle roamed what is now Huntington County in 1679 and the first settlers were Quakers who later abandoned their community.

When the pioneers edged out the Indians, they set the stage for a dramatic transformation of the upper Wabash.

Peaceful Indian burial grounds are overwhelmed by the nearby reservoir dams and the bustle of thousands of pleasure-seeking weekend travelers. Heavy industry is the anchor of the tri-reservoir region's most populous city, Marion.

Grissom Air Force Base dominates the landscape along Miami County's eastern border.

But the pioneer days are commemorated in some fine local museums and enjoyable summer festivals. The heyday of the circus isn't overlooked either.

Each year the Circus City Festival at Peru draws thousands in July for parades and circus performances. Circus lore is preserved in downtown museums.

For several years the atmosphere along the upper Wabash was somewhat placid. Recently, however, cities such as Huntington realized that they risked being bypassed in the state's overall economic growth. They have rebounded.

The civic leadership of Huntington recognized that its future was threatened by a lack of economic stimulation and businessmen feared perpetual stagnation.

In 1968, the city began a whirlwind drive for community development. In 22 days, businessmen pledged \$300,000 to establish an industrial development corporation. It resulted in a 214 acre industrial park near highway and railroad routes.

At the same time, downtown merchants moved to revitalize this central city area by planning a downtown pedestrian shopping mall. Private monies were raised and a three-block mall was completed this spring.

Utilities, railroads and the Indiana Department of Commerce have compiled reports on major cities in the four counties. Those community profiles indicate that the cities offer good potential growth and probably will absorb sustained population increases.

Transportation facilities are one of the most valuable

assets. Major highways traverse the region, among them Interstate 69 from Indianapolis to Fort Wayne. The counties are served by key railroad routes that link the eastern seaboard with the Mississippi River Valley.

The Upper Wabash counties are in easy range of Fort Wayne, considered by transportation and marketing specialists as an optimum point of national distribution for manufactured goods. Fort Wayne is the focal point of an extensive network of rail, truck and air transportation services.

Marion's ability to attract new industry has been given a healthy shot in the arm with completion of an addition to the city's waterworks. The city's water supply capability was doubled when the project was completed in May.

Working with a local industrial development corporation, a major industry in Marion is planning an important expansion.

The city is actively seeking additional low-income housing. It was one of 13 Hoosier cities which submitted proposals for construction of prototype housing projects in HUD's Operation Breakthrough program.

Because of the intense interest shown by Indiana cities in this far-reaching national program, the Department of Housing and Urban Development has indicated that participating Hoosier cities will get priority consideration for a share in all HUD projects.

But the focal point of civic enthusiasm along the Upper Wabash is development of the three reservoirs—Salamonie, Mississinewa and Huntington.

Some area residents didn't want the change.

The process of removing 49,000 acres from private ownership was a complicated and disruptive one. Disputes over land settlements, relocation and zoning were often bitter. Removal of those chunks of land from the property tax base aroused taxpayer ire.

(The Upper Wabash problems were not unique. In Parke County, construction of Mansfield Reservoir took about \$100,000 off the tax rolls in Union Township.)

(However, one local reservoir specialist noted that the total assessed valuation in that township has doubled in the last 10 years. He attributes it, in part, to scores of new homes in the \$18,000—\$30,000 bracket along the reservoir's fringe.)

(Monroe Reservoir, the state's largest, provides some examples of growing pains. Ground was broken in 1960 but the scheduled 1964 dedication was threatened by delays because land condemnation lawsuits still hadn't been settled. Zoning problems weren't resolved until months after the reservoir opened.)

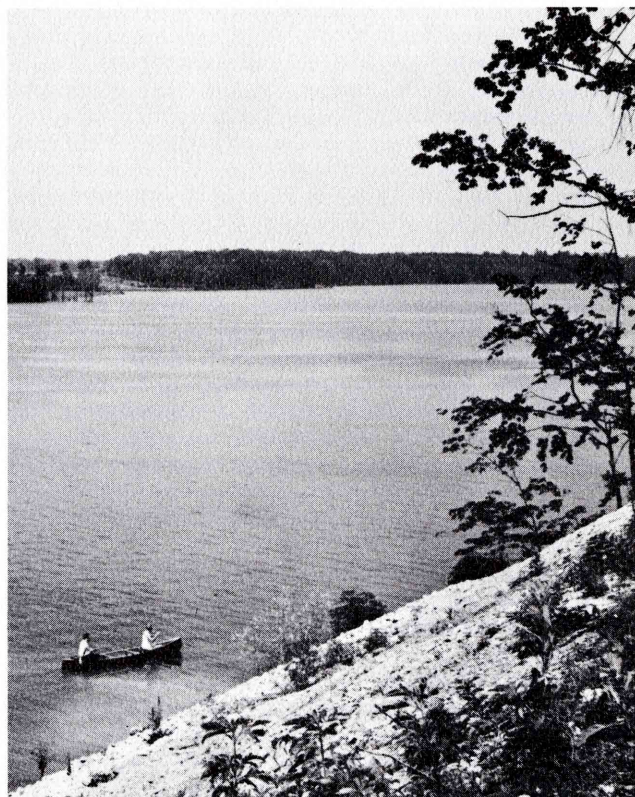
Community leaders in the Upper Wabash counties now say the hard feelings have subsided and local people are supporting community development and reservoir promotion programs.

A Tri-Reservoir Development Association was created to coordinate orderly development around the reservoirs. Its president, Alan D. Schulz of the Huntington *Herald-Press*, describes it as a liaison group which attempts to stimulate local promotion of outdoor recreation and economic development. The association's membership includes representation from county plan commissions, Chambers of Commerce and businessmen.

Schulz said the association tries to give the reservoir complex a voice at the State House by working with the Indiana Department of Natural Resources, Indiana Department of Commerce and legislators who represent the Upper Wabash region.

The economic impact of the reservoirs could be phenomenal. A Purdue University study projected that by 1973 Huntington, Mississinewa and Salamonie would generate \$13.5 million in new money each year.

The Bureau of Outdoor Recreation, a federal agency, has estimated that the average visitor to a federal reservoir spends \$9.75 a day. The bureau breaks it down as an average per visit of \$2.86 at the reservoir area, \$1.49 en route and a surprising \$5.40 in the tourist's home community. Those purchases at home include boats and other water gear, picnic and camping supplies and food.



left: peaceful inlet at Salamonie Reservoir.

right: view from the bank of the Salamonie Reservoir.

INDIANA ECONOMIC REPORT, FORECAST IS PUBLISHED

Unless the current national economic downturn becomes a severe recession, Indiana's unemployment rate should remain below the national average, according to a report issued recently by the Indiana Department of Commerce.

Lt. Gov. Richard E. Folz announced publication of the *Indiana Economic Report and Forecast for 1970 and 1971*. It was compiled by the department's Economic Research Division and includes articles contributed by Indiana University's Bureau of Business Research, the Indiana Employment Security Division and the Indiana Board of Health.

The section of the report dealing with employment noted that Indiana's unemployment rate has remained below the national percentage since 1962.

(The seasonally adjusted unemployment rate for the nation in February was 4.2 per cent. Indiana unemployment was at the 4 per cent level.)

"Only the most pessimistic analysts foresee a recession of the magnitude required to push the Indiana unemployment rate above the national rate," the report said. "Even in the 1961 dip the Indiana rate surpassed the national for a few months only," the report continued. It noted that a national unemployment rate in the 4.0 to 4.5 per cent range would not generate many layoffs in Indiana.

"Employers would try to hang on to their experienced work force and make other adjustments during a brief dip," the report said. "Unemployment would increase modestly because new entrants and re-entrants would have more difficulty finding jobs and the average duration of unemployment would increase slightly."

According to the report, some longer range trends in the labor force and employment will influence the labor market in 1970-71. Youth from the post World War II baby boom are now entering the labor force. "A larger proportion of these young people have continued their education beyond high school and will augment the supply of professional, technical and managerial workers," the report said.

This report on employment—written by Robert Bowers, Dwight Kelley and Charles Mazza of the Indiana Employment Security Division—predicted that the current shortage of skilled labor will continue for several months. They forecast that the labor market could "ease considerably" for the inexperienced, the teen-age dropouts and those with obsolete skill or other employment disadvantages. Labor turnover should subside as workers find that openings are less plentiful.

Their report also said that a reduction in defense production could contribute to unemployment in the Hoosier state if that reduction comes during a period of stagnancy or slow growth.

Another section of the forecast, written by Vasilios Basil Kafiris, director of the department's Division of Economic Research, said expenditures for new plants and equipment by Indiana manufacturers are expected to grow by 3.4 per cent in 1970 and 2.2 per cent in 1971.

The 1970 percentage is identical with the rate of national expansion of manufacturing plant and equipment expenditures.

The lessening of expenditures during the two-year period was attributed to the general cooling of the economy,

the fall in factory utilization rates, the decline in corporate profits and a rise in interest rates.

Rates of increase in personal income were also considered in the forecast, as personal income is an important measure of an economic activity.

A 3.7 per cent increase in personal income was predicted for 1970, but the report said inflation might cancel out the effect. The outlook for 1971 was brighter, with personal income expected to show a 5.5 per cent gain. If the administration is moderately successful in battling inflation, Hoosier wage-earners could expect a 2.5 per cent real increase in personal income.

Department of Commerce Staff Activities

Two Indiana Department of Commerce administrators were among featured speakers at "Earth Day" environmental conferences on April 22. Daniel A. Manion, South Bend, the department's industrial development director, addressed an environmental "teach-in" at the Indiana-Purdue Fort Wayne campus. The day-long program involved university personnel, representatives of conservation organizations, U.S. Rep. E. Ross Adair, R-Ind., and several state senators and representatives.

Bill Watt, Rt. 3, Fairland, the department's information director, addressed the Citizen's Seminar on Environmental Education at the Indiana University Medical Center in Indianapolis.

Van Barteau, executive director of the Indiana Department of Commerce, went to Clarksville, Indiana, on April 2 to discuss tourist investments in the southern part of the state . . . Barteau and Roland Mross of the Planning Division met on April 6 with the deputy regional administrator of the U.S. Department of Housing and Urban Development to discuss the restoration of funds in the state of Indiana 701 State Planning Budget . . . On April 23, Barteau went to Washington, D.C., to meet with state directors of economic development to discuss the objectives and programs of the President's Council on Rural Affairs.

John Snyder Jr., director of the tourist division, spoke to members of the Churubusco Rotary Club on tourism at their April 6 meeting. He also showed the new 11-minute tourism film . . . On April 16 he spoke at the noon meeting of the Wabash Rotary Club in the Honeywell Gardens Center . . . Snyder also discussed tourism before the following groups: the Kiwanis Club in Noblesville on April 15, the Coho Fishing Seminar in Michigan City on April 17 and the Vincennes Chamber of Commerce on April 23.

Dan Manion, industrial development director, participated in special ceremonies welcoming Sawyer College of Business to Indiana. An open house was held at 2029 N. Meridian on the afternoon of April 20, in honor of National Secretaries Week. Classes will officially begin on June 29th.

Role of State's Department of Commerce

By V. Basil Kafiris

Director, Economic Research and International Trade Divisions

(Third of a series)

One of the most dynamic aspects of international trade is the unique relationship of international businessmen with the government. International trade is affected by the actions of United States governmental agencies and state agencies, as well as by the actions of foreign governments.

The role of the Indiana Department of Commerce, particularly the International Trade Division, is not to direct or to regulate. It is to see that all available opportunities are brought to the attention of Indiana manufacturers, agricultural firms and traders, and to provide the impetus for capitalizing on such opportunities. Essentially, only individual initiative can successfully meet the challenges of new foreign competition.

It is not true that the state government assists only big firms or that only big firms have any chance to succeed in international trade. Programs are designed to aid the small manufacturer who is interested in exporting but does not have an international trade department or similar specialists.

Smallness has nothing to do with ability to enter into international trade. Certain studies have shown that exports play a higher role in total profits of a small firm than they would in a large firm. Small-sized firms tend to manufacture specialized products, often components, required by other firms for production. These firms are more likely to find export markets than larger firms manufacturing a general product. Such specialized or highly technical products will find a higher demand present with far fewer foreign restrictions on their importation. A small firm is also more motivated to rely upon governmental assistance.

A state agency, such as the Indiana Department of Commerce, can often initiate and speed up a firm's entry into foreign trade.

The basic functions of the International Trade Division are: 1) the function of trade promotion which is done through trade missions, various international trade meetings and state exhibits, 2) the research function which includes the provision and the preparation of research studies on international trade, 3) the function of promotion and research in agricultural exports, and 4) the function of promoting foreign investment in Indiana.

Trade Missions: The International Trade Division of the Indiana Department of Commerce has successfully organized four trade missions, three to Europe and one in Asia and the Far East.

Trade missions have been designed to perform a variety of functions. Broken down into separate elements these functions may be described as: 1) interjection of an individual or business firm as an active participant in the international trade environment, 2) exposure of personnel to foreign business methods and development of personal

contacts, 3) first-hand knowledge of product acceptability to foreign needs and tastes, 4) actual sales during the trade mission period, 5) establishment of contacts for potential future sales, distributorship agreements, or licensing of patents or production processes, and 6) establishment of foreign "good will" and a company image.

To a certain degree, the accomplishment of each of these elements is within the trade mission programs and results in the success of the participating firms.

Seminars: The International Trade Division organizes seminars, meetings and panel discussions. One example is the current series of seminars on international trade with a focus on exporting. Seminar programs provide basic information about foreign trade and are organized on a regional basis. The seminars and the panel discussions provide information on trade opportunities in the export market, organizing exports, financing exports, pricing, packaging, marking and labeling requirements. A number of typical exporting problems are introduced in these programs. Participants then solve the problems with the aid of discussion leaders and a guest speaker.

Round Table Meetings: This program will soon be started in export marketing. Each round table meeting will be devoted to a specific market, or markets, with businessmen who have recently returned from abroad leading the discussion.

Plans are now being made for an International Trade Conference to be held in Bloomington next year. It will be conducted in cooperation with banks and other organizations that have an interest in the promotion of exports.

Fairs: The division is responsible for obtaining exhibitors for the International Building at the Indiana State Fair in Indianapolis. Leasing arrangements are handled by the division, and exhibitors are assisted in finding appropriate firms to design or construct exhibits. Relations between the fair board and the exhibitors are coordinated by the division, and Indiana businessmen are also advised concerning the most suitable international fairs to enter.

Contacts With Foreign Representatives: The division keeps in touch with representatives of foreign countries in the United States and also with other organizations that provide information about foreign countries on a wide range of topics. Meetings are arranged in the state for visitors representing foreign governments, trade associations and foreign companies who come to the United States as guests of the United States government, the U.S. Department of Commerce or other American organizations.

International business programs are implemented with three major outside sources of assistance: the federal government, other state governments (especially those in the midwest) and private, national and state organizations.

(To be continued in future issues.)

Campers' Convention Set For '72

The convention of the National Campers and Hikers Association will come to Indiana in 1972, giving the state's tourist economy a multi-million dollar boost.

The May 15 announcement of the association's intentions came after nearly a year of work by the Indiana branch of the NCHA and the Indiana Department of Commerce.



Last July 14 and 15, Gov. Edgar D. Whitcomb and Lt. Gov. Richard E. Folz joined 30,000 campers in Eutawville, S. C., to present the Hoosier state's bid.

NCHA officers predict the campers could spend about \$2 million during the week they would be in Indiana. The exact dates for the July 1972 convention haven't been firmed up. Camp Atterbury leads the list of prospective sites under consideration.

This year, the national convention will take place near Adrian, Mich., and association officials say 8,000 families have submitted advance registration forms—a record. On the basis of those figures, an attendance level of 40,000 at Indiana's convention is a clear possibility.

The NCHA will be adding to Indiana's tourist revenue this year because thousands of convention participants will utilize Indiana highways and camping services on their routes to and from the southern Michigan "campvention" site. They'll spend thousands of dollars on gasoline, food and other retail expenditures in Indiana.

Those expenditures will mushroom in 1972 when Indiana becomes the focal point of the organization's activities.

Merchants throughout the state will benefit, as will public and private tourist attractions along major highway routes.

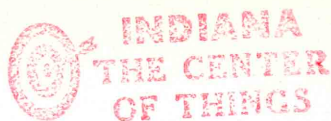
Campvention participants frequently plan their vacation itineraries to include stopovers at other recreational areas. In all likelihood, many will be spending additional days in the Hoosier state.

left: one of countless camping spots in Indiana.

right: campers picnic on Overlook at Turkey Run State Park.



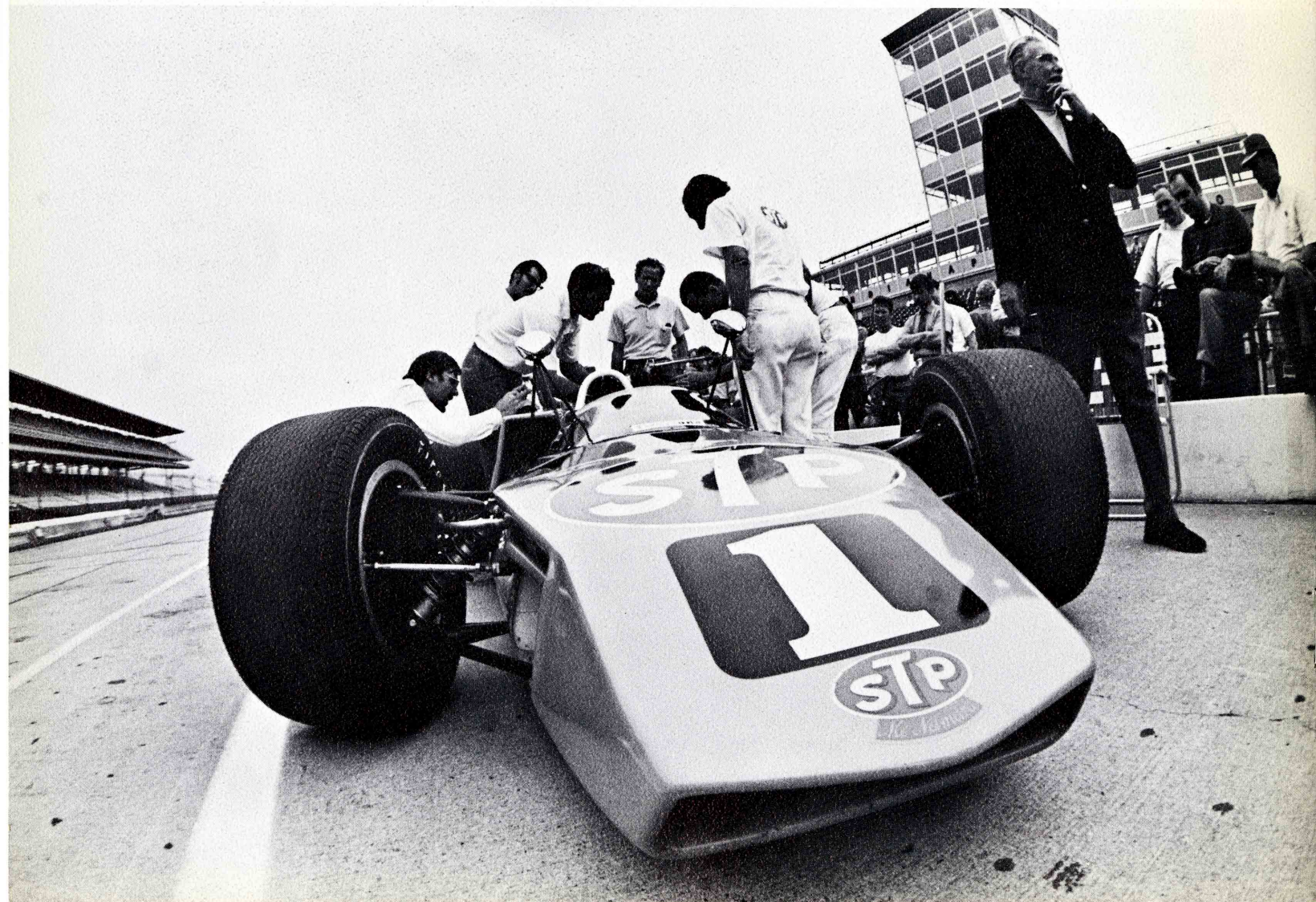
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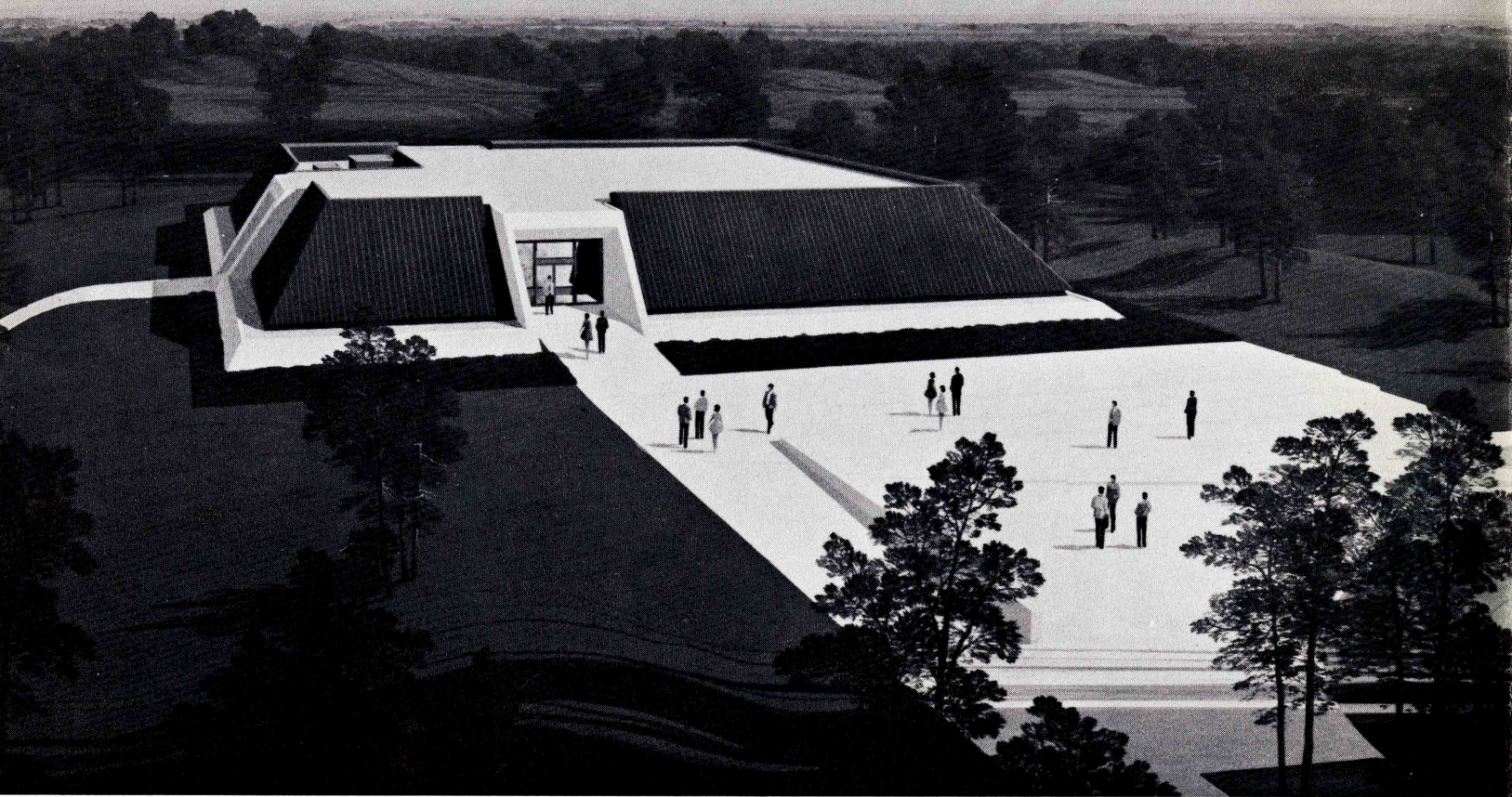
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COVER PHOTO

Unlimited hydroplanes race annually in the Governor's Cup Regatta on the Ohio River at Madison.

PHOTO THIS PAGE

Architect's sketch of visitor's center at Angel Mounds.

BACK COVER PHOTO

A performance during Peru's "Circus Days."

PHOTO CREDITS

*Indiana Port (page 9). courtesy Indiana Port Commission
Peru Circus Peru Daily Tribune
All others (besides drawings)... Department of Commerce*

Ground Broken For Visitors' Center At Angel Mounds State Memorial

Ground breaking ceremonies were held June 10 for a visitors' center at Angel Mounds State Memorial, east of Evansville on the Ohio River.

This one story structure of contemporary design is the first in a series of extensive developments designed to recreate Indiana's prehistoric past in the area, according to an announcement made by Governor Edgar D. Whitcomb at a State House news conference in early June.

An Interpretive Center is to be developed, which will portray and explain the life of prehistoric Indians at what was one of the most important population centers in mid-America from about 1200 to 1500 A.D.

The governor explained that the new center is being made possible by a gift from the Lilly Endowment, Inc., of Indianapolis, which was obtained by the Indiana University Foundation. This will be the nucleus of what may become one of the nation's outstanding educational installations and tourist attractions.

"This gift further reflects the long and active interest in archaeology of Eli Lilly," Governor Whitcomb said. "Without such devoted and selective philanthropy we could not do many of the things we have been doing—and are continuing to do—to emphasize and perpetuate the historic and cultural heritage of Indiana."

Herman B Wells, chancellor of Indiana University and president of the I.U. Foundation, officiated at the ground breaking ceremonies for the \$500,000 visitors' center and museum.

Wells said that those present were there to pay tribute to the late Glenn A. Black and the Lilly Endowment, Inc.

(Dr. Black devoted 26 years of his life working on development and research of Angel Mounds. He was archaeologist for the Indiana Historical Society and with the I.U. archaeology department. Black died in September of 1964.)

Dr. James H. Kellar, a student of Black's 22 years ago and presently director of the Glenn Black Archaeology Laboratory at I.U., said that Black, Eli Lilly and others met at the Angel Mounds site in the spring of 1931 and decided to work for its development.

Lt. Gov. Richard E. Folz also was present at the ground breaking ceremonies. Folz noted that the museum will create additional tourism in southwestern Indiana.

The visitors' center is being built at the northeast corner of Angel Mounds. Purpose of the building, which

will have 7,000 square feet of floor space, is to familiarize visitors with the history of Angel Mounds and the 26 years of research work done there. The building will also house a museum of artifacts from the area and an orientation room.

An excavation will be reconstructed in an area sunken below floor level for easy viewing from above. Large windows in the building will provide a view toward the southwest of the Indian village area from the Chief's Mound to the Temple Mound.

An audio-visual center and an apartment for a student archaeologist will be included in the museum building.

A major portion of the building's exterior will be made of corten steel. This will rust to a deep red color in about 18 months time.

Sufficient parking space is planned to accommodate 200 automobiles and 20 school buses.

Also planned is an "archaeological trail" leading from the Visitors' Center to the site's major points of interest. Numerous on-site exhibits will be set up, including weatherproof cases holding maps, pictures and other explanatory materials. There will be several reconstructions of aboriginal features. The major one of these will be a large temple, built of wood posts, cane and mud, located on one of the three major mounds.

A portion of the wooden stockade known to have surrounded the site will also be reconstructed. Shelters of the open-sided "summer house" style of the Indian inhabitants will be erected along the trail.

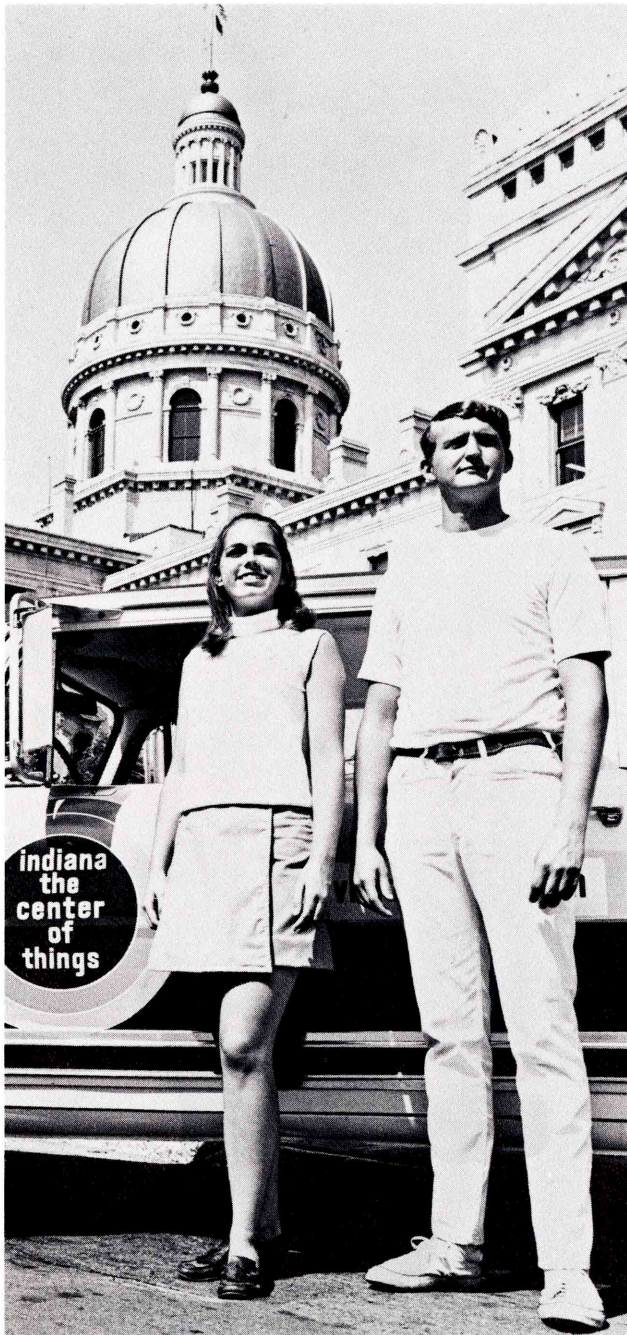
Eventually plans call for growing some of the vegetation prevalent in the area at the time of the Indians. Much of this, such as cane and cypress trees, was of typically southern species not widely found in Indiana.

The 421 acre tract that makes up Angel Mounds State Memorial was purchased by the Indiana Historical Society in 1938, largely through the efforts of Eli Lilly. The society gave the site to the Indiana Department of Natural Resources, then known as the Indiana Department of Conservation, in 1947.

Angel Mounds State Memorial is operated by the Department of Natural Resources for "the use, edification and enjoyment of the public" and for research and education in archaeology.

In 1965 an agreement between the department, the society and Indiana University paved the way for these newly announced developments.

New Tourist Centers Now Travel the State



Members of the Tourist Division of the Indiana Department of Commerce have had their summer Gatorade program in full swing since mid-June. This is a new form of tourist promotion, using traveling information booths.

Staff members travel with the booths and distribute tourism literature and free Gatorade at numerous locations throughout the state.

Lt. Gov. Richard E. Folz, director of the Department of Commerce, explained that the purpose of this program is to acquaint travelers and native Hoosiers with the many tourist attractions in the state.

An experimental program, using one traveling booth, proved so successful during the summer of 1969 that it has been expanded to cover the state.

Four units, each composed of five college students and a Travel-All, are touring the state this summer. An additional camper is being used for special projects.

Each unit is assigned to one quarter of the state and will make numerous stops within their area, primarily at major intersections, rest stops along Interstate routes, city parks, picnic areas and shopping centers.

The students traveling with the booths represent ten different Indiana colleges and universities.

Everyone participating in the Gatorade program has completed a comprehensive orientation covering the various aspects of tourism. Their studies familiarized them with the state parks, recreation areas and memorials in the state, as well as with historical areas and special events or local festivals.

The Gatorade used for refreshments is provided as a courtesy by Stokely-Van Camp, Inc. Travel-Alls are provided by International Harvester, Inc. The Franklin Coach Co. and the Indiana Mobile Home Association donated the camper used for special projects.

left: Libby Cochran and Brad McKnight, members of the Tourist Division summer staff, pose with one of the "Center of Things" Travel-Alls in front of the State House.

right: Margie Neville, another member of the tourism summer staff, welcomes a weary traveler with cold Gatorade, brochures and a warm Hoosier smile.



New Federal Grant Provides Funds For The Planning Program

T. W. Schulenberg
Director, Planning Division

The Planning Division of the Indiana Department of Commerce has received \$454,995 from the U.S. Department of Housing and Urban Development for planning programs during the next year, according to a recent announcement by Lt. Gov. Richard E. Folz.

The division is just completing a similar type grant (Project 108) which included both state planning activities and local comprehensive planning programs. There were 17 local programs, which included both city and county projects. An additional 25 communities were assisted under the Planning Advisory Services Program of P108, which aids in the formulation, continuation and expansion of comprehensive planning projects.

The state planning function is primarily concerned with establishing and maintaining a long-range developmental plan including the coordination of other department programs with related programs of federal and local units of government. In conjunction with this, the division reviewed 60 projects submitted by state and local agencies to assure that these projects (for which federal assistance was requested) were coordinated with state and regional programs. Basic information was also gathered for a state-wide Aeronautics Plan. Approximately 40 airports were visited and their aviation boards interviewed regarding current problems and future needs. The division also began working with the Indiana University Bureau of Business Research in conducting a housing and economic study consisting of a regional analysis of state housing conditions and internal and external economic relationships within each of the state's fourteen planning regions.

Activities Under The New Grant—P112

The new grant will enable continuation of the programs discussed above, plus other related activities. The problems of urbanization and development are increasingly making it necessary that all areas of the state establish plan commissions and prepare comprehensive development plans. The following counties and communities will be developing comprehensive plans under P112.

Elkhart County	Shelby County
Greene County	East Gary
Michigan City	Lagrange County
Knox County	Jefferson County
Daviess County	White County
Steuben County	Greencastle
Vermillion County	Warren
Randolph County	Chesterton
Fountain County	Highland
Portage	

Some of the major aspects of a local comprehensive plan include building and housing codes, a zoning ordinance and subdivision control ordinance, transportation plan, public utilities plan, business district plan and a land use plan. The Planning Division supervises activities of consultant firms which contract with the localities to compile the comprehensive plan. On occasion, a local staff

may do the work instead of a consultant and the division assists in this area, also.

The Planning Advisory Services Program will continue and will be organized into three major service areas: (1) pre-project; (2) post-project; and (3) continuing education and information.

Pre-project activities include providing assistance to units of local government and regions in the development of comprehensive planning programs and aiding in the establishment of plan commissions.

Post-project activities include assistance to plan commissions with methods pertaining to plan implementation and assistance in the establishment of continuing planning programs.

The continuing education and information phase utilizes methods of educational instruction including seminars, lectures and publications. These methods are utilized in educational planning programs concerning housing, plan preparation, administration, implementation, and new planning techniques.

State Plan Activities

The Housing Needs and Resources Study will continue and effort will be made to define problems faced by local housing authorities and sponsors in their efforts to provide better local housing programs. Preparation of legislative improvements in the field of housing will also be undertaken.

A close liaison will also be maintained with officials involved in the Breakthrough program in Indianapolis. Operation Breakthrough—a federally funded project—is a new program designed to provide housing for all income levels through a partnership of labor, consumers, private enterprise, local, state, and federal government through the use of modern techniques of production, marketing and management.

The Economic Analysis Study will enter another phase. Intensive research will be conducted to reveal determinants of future growth in each of the fourteen planning regions in Indiana. An action program will be formulated to encourage greater local development. Included will be realistic goals for improvement of per capita incomes within the anticipated regional employment structures.

Work on the Statewide Aeronautics Plan will continue. Objectives will be to develop a plan for the improvement of Indiana flight safety conditions by planning for provision of higher and better levels of aviation service in the state. Identification will be made of current airport safety and capacity deficiencies along with a projection of future aviation growth. Publication of the Statewide Aeronautics plan will be made within the next 12 to 15 months.

A State Building Facilities Plan may be inaugurated under P112 in conjunction with the State Budget Agency and the Department of Administration. A statewide plan for the building facilities needed for state government in Indiana, both current and future, will be drawn up. Needs will be assessed for the building space necessary for the delivery of services to Indiana residents and for the administration of state government in Indiana.

Census Figures Indicate Gains In Mid-State, Northern Counties

Preliminary census reports seem to confirm predictions by the Census Bureau that the greatest gains in population during this decade will be in America's suburbs and medium-sized cities.

Figures released recently by the bureau show that more than half of Indiana's 92 counties have registered population increases since the 1960 census. Largest gains were in suburban counties around Indianapolis and in industrial counties along the state's northern border.

The trends are in line with projections released by the Indiana Department of Commerce several months ago. The department's projections indicated that for the 15-year period to 1985, counties surrounding Indianapolis and those along Lake Michigan's south shore would add the most residents.

The department's division of economic research jumped the gun on the Census Bureau with its own forecast of 1970 population levels in Indiana counties.

The department used a statistical base of State Board of Health statistics, 1960 Census Bureau figures, and projections prepared in 1966 for a legislative committee on highway needs.

The department's compilations are amazingly close to the Census Bureau's headcount.

For example, the census figures for Henry County show a 1970 population of 52,105. The economic research division's projection was within 600 of that figure. The department missed the mark on populous Wayne County by only 402 and its figures were within 200 inhabitants for Blackford, Franklin, Rush and Randolph counties.

Eighty-three counties have reported preliminary figures.

Among them, 54 tallied population increases, 11 remained about the same as 1960 and 18 recorded declines.

Several medium-sized or larger cities reported declines within their city limits but in almost all cases, growth in their respective counties more than made up the difference.

The most significant growth among the seven counties circling Marion County was in Johnson County, which spurred upward by 17,067 during the past decade.

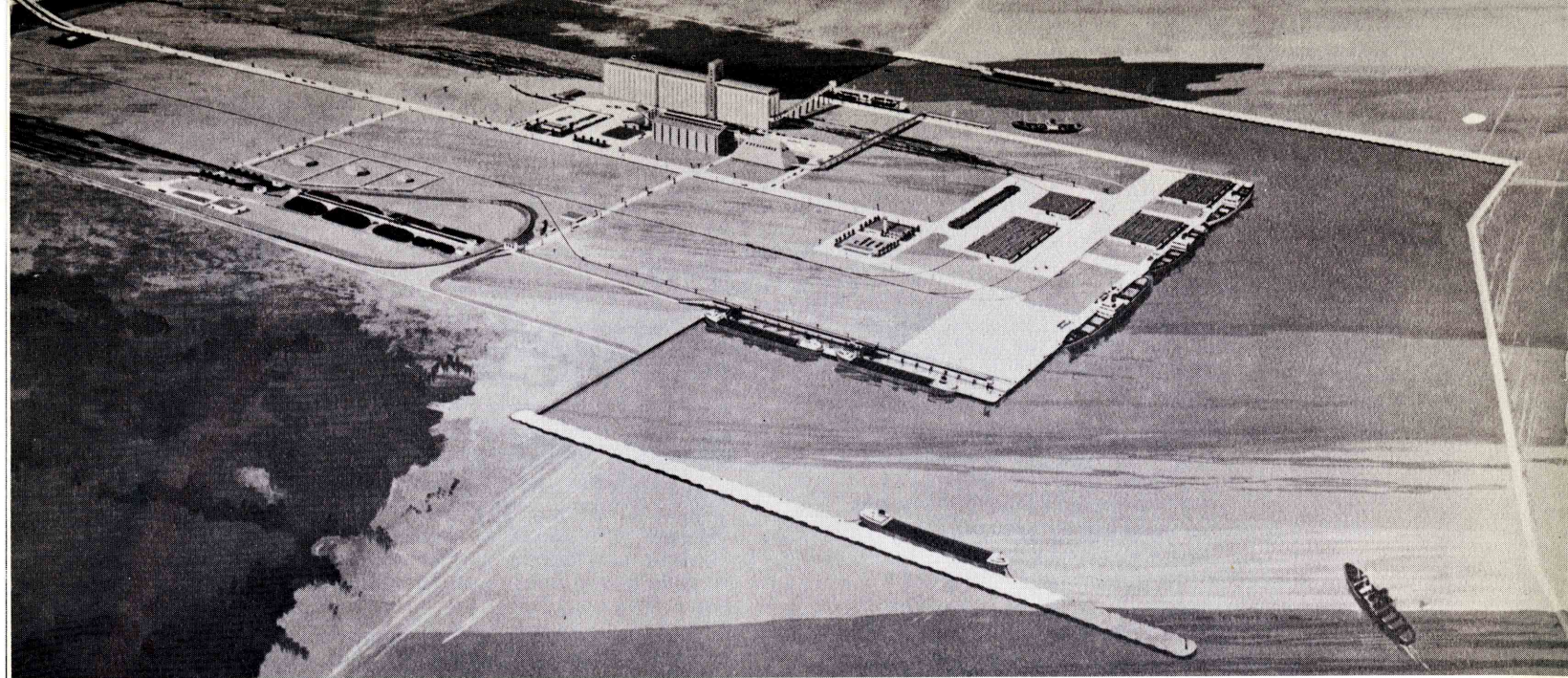
Without exception, counties showing decreases during the decade were rural in complexion.

Census figures are important to counties because population levels determine distribution of a number of federal and state assistance programs, among them local shares of cigarette, beverage and motor vehicle tax receipts. Population figures also will affect congressional and legislative apportionment.

Here are population changes for selected Indiana counties; the reports are preliminary:

COUNTY	1960	1970
Allen	232,196	277,721
Bartholomew	48,198	56,837
Cass	40,931	39,981
Delaware	110,938	127,861
Grant	75,741	83,700
Henry	48,899	52,105
Howard	69,509	81,547
Madison	125,819	137,482
Monroe	59,225	83,908
Tippecanoe	89,122	108,259

Reports for several of the state's most populous counties aren't yet available.



Port of Indiana

A Boost To State Economy

Indiana's Lake Michigan port opens its first full season this summer accompanied by the fanfare of a massive dedication ceremony and the promise of a major economic transformation of the state's Lake Michigan shoreline.

The port's director estimates eventual cargo movement at 40 million tons a year.

Another port official predicts that 35,000 new jobs in manufacturing could be created by 1985 as a direct result of industrial growth the port will generate.

(Population projections compiled by the Indiana Department of Commerce indicate that 350,000 people will be added by 1985 to the three counties along Lake Michigan's south shore—Lake, Porter and La Porte. Fastest growing will be Porter County, in which the port is located. Forecasters see a 72 per cent increase in population.)

Official dedication ceremonies are set for July 17 and 18. Transportation Secretary John Volpe is scheduled to take part.

About 9,000 invitations have been sent and the two-day program will include the dedication ceremony on July 17 and tours and special events on both days.

Cargo and passenger ships will be on hand for inspection and tours.

The Port of Indiana will offer comprehensive handling and storage facilities to its users.

Accommodations include docking areas for 19 large vessels and plans have been made for addition of 12 more berths.

Two storage sheds (56,000 square feet in size) will be available for general cargo and expansion could result in four more sheds. The port also will offer dry storage and cold storage warehouses. Storage areas for grain will be able to hold 6 million bushels.

In addition, installations for unloading and storing coal and petroleum will be developed.

The Lake Michigan port will be able to serve industrial cities bordering on the Great Lakes and foreign markets through the St. Lawrence Seaway. Another outlet (via the Calumet-Sag Channel) will tie it to the Mississippi River system and the Gulf of Mexico.

The port is flanked by production centers of two major steel companies—Bethlehem and Midwest. It is adjacent to an important transportation network of railroads, highways and pipelines which range across northwestern Indiana.

The \$25 million port was first envisioned decades ago. In fact, there was talk of developing an Indiana port as early as the 1830s, when U.S. Senator Daniel Webster eyed the south shore as a possible port site.

After years of studies by the Army Corps of Engineers, a report was completed in 1962 which indicated that the facility was feasible. The Indiana Port Commission had been created by the 1961 General Assembly, which authorized it to begin work on the project.

Ultimately, the two steel companies invested millions of dollars in constructing docking facilities for their use along the fringe of the port.

More than a million tons of rock formed the north breakwater to buttress the port against the rough waters of the lake.

Cost of the port was underwritten by the state, with a promise of reimbursement by the federal government. (Congress authorized reimbursement of nearly \$15 million and the state already has received \$9.8 million.)

Port director Jack Fitzgerald estimates that the harbor will receive a million tons of cargo during its first season, primarily ore and limestone.

He expects that steel companies will create most of the traffic during the early years but that the port will generate development of other heavy industries nearby.

Several national corporations have announced this year that they plan to build plants in Porter County.

left: architect's drawing of completed Port of Indiana.

below: Iron ore is unloaded from ship at Bethlehem Steel dock. View is toward northwest.

STATISTICS

The entrance to the Port of Indiana is at 41°-38' north latitude and 87°-11' west longitude, and is located on the south shore of Lake Michigan at Portage, Indiana, some 35 miles east of Chicago in an area known as the Indiana Dunes.

NORTH BREAKWATER

Length—4600'; Width at Base—Approx. 200';

Width at Lake Level—55'

Height Above Average Lake Level—14';

Depth of water—Approx. 40'

HARBOR:

East Harbor Arm: 2260' x 820' with depth of 27'

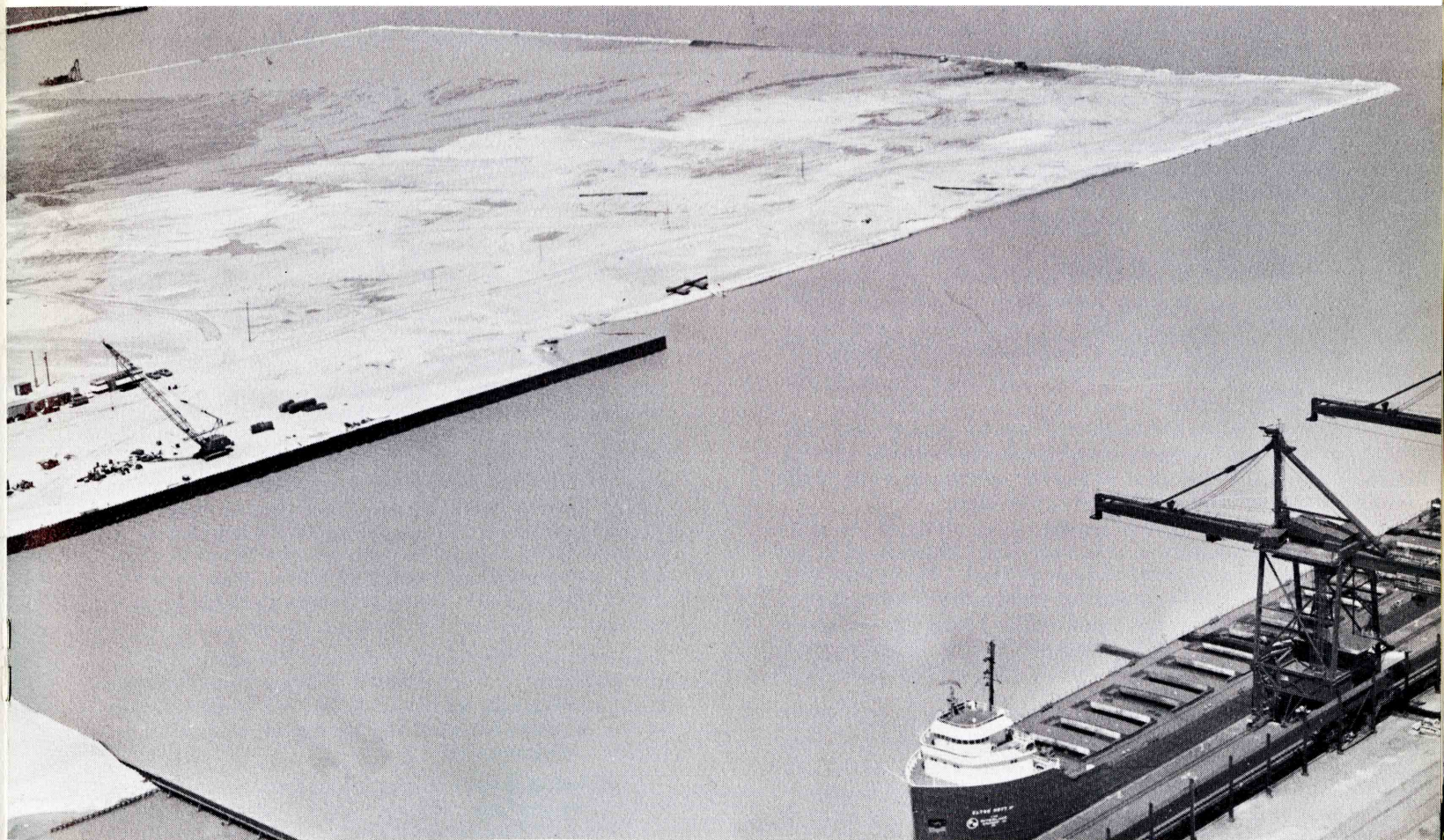
West Harbor Arm: 4000' x 820' with depth of 27'

Turning Basin: 1600' in diameter; Depth—28'

Water Area: 255 acres (Port Land area—approx. 500 acres)

Entrance: Width at Lake Level—600';

Width of Channel—400'; Depth—30'



Other Department of Commerce Aids

By V. Basil Kafir

Director, Economic Research and International Trade Divisions

(Fourth in a series)

This article continues listing ways in which a state agency, such as the Indiana Department of Commerce, can initiate and/or speed up a firm's entry into foreign trade.

Various functions of the department's International Trade Division covered in the last issue included: trade missions, seminars, round table discussions and fairs. Additional forms of assistance to new exporters are given this month.

World Trade Opportunities: Last year, the International Trade Division announced an extensive program of world trade opportunities. This service includes trade leads for both importers and exporters, as well as lists of those willing to act as distributors or sales representatives for a particular industry. Information is available either by country or product category. With this program, the division hopes to play a more active role in encouraging greater participation in two-way foreign trade opportunities.

The division will also increase its efforts to discover new sources of trade information and aid firms in successful follow-up. Information currently available in the program is a consolidation of newsletters, trade magazines, U.S. Consular inquiries, air marketing services and direct inquiries. All inquiries receive special attention and immediate replies. Upon request, firms will be placed on a permanent mailing list.

Overseas Offices: California, Illinois, New York, Ohio and other states maintain overseas offices. Some of them have been highly praised by both foreign and American observers. The Indiana Department of Commerce is now working on the possibility of establishing trade offices abroad. For the benefit of Indiana exporters it would be helpful if such offices are opened soon, especially in Europe and Asia.

Agriculture Business: The figures from the U.S. Department of Commerce show that Indiana has moved from twelfth to ninth place in exports among the states, with nearly one billion dollars in foreign sales.

Agricultural exports accounted for about 25 per cent of this billion dollars. It is clear that Indiana is an active and growing exporter of farm products. These exporting efforts are individual ones by various firms and organizations, mostly without coordination among the exporters concerned. Hoosier businessmen tend to duplicate each others efforts or proceed without the benefit of good ideas being used by others.

The International Trade Division tries to pool all of this combined knowledge and to coordinate and help farm businessmen in their efforts for exports. Cooperative ties are sought with other midwest states in our farm export programs. Many advantages may be gained by regional ties, for agricultural markets know no state boundaries.

Promotion of agricultural exports is basically the same as the promotion of manufacturing exports. Future plans include: missions to less developed countries and agricultural programs and seminars in cooperation with Purdue University. The division has established an information system concerning the agricultural business markets abroad.

Research In International Trade: The division maintains a small library with up-to-date statistics on a variety of international trade topics, as well as information on a number of specialized subjects. Some of these are listed below.

Tariffs: Data can be provided on customs tariffs, preferential duties, extra import charges, valuation for duty proposed and dumping duties, country of origin, labeling and other marking and packaging requirements.

Transportation—Export Information: The division supplies data on trade freight rates and services of air and surface carrier rates, conditions of carriage, port charges, packaging containerization, marine insurance and others.

Foreign Law: Information is also available on new developments in commercial law, foreign taxation, foreign law, agency agreements, trademarks, industrial designs, patents and copyrights.

Foreign Markets: The division's information on foreign market data is well organized. This is especially important because lack of knowledge about foreign marketing opportunities is the principal reason that more smaller firms do not export—not the absence of opportunities.

Another function of the International Trade Division is research in matters concerning world trade. Small studies will be prepared this year about export service organizations, such as banks, freight forwarders, export packers and transportation companies. These studies of the export service organizations in Indiana will provide the average exporter in the state with the information necessary for a better and more economical organization of exports.

Four Indiana International Trade Studies have been done in cooperation with the Indiana University School of Business. They are: *Export Profitability Study*, a retail study, a transportation study and *Indiana Manufacturing Export Data of 1967*. These studies are available to businessmen who request them, without charge.

Sponsoring Research Projects: The division sponsors international trade research projects connected with other organizations, especially the Indiana University Bureau of Business Research and the Purdue University department of agriculture.

Publishing Trade Items: The departmental magazine, *Commerce and Indiana*, highlights developments in

(Continued on page 13.)

SURVEY NOW BEING CONDUCTED BY CONSUMER ADVISORY COUNCIL

Initial soundings of opinion obtained by the Consumer Advisory Council of the Indiana Department of Commerce indicate that Hoosiers don't want a "militant" approach to solving consumer problems.

The council's survey efforts, which will continue throughout the summer months, already are producing some interesting sidelights. One of them is the fact that responsible people are aware that business-consumer relations are a two-way street.

The department started the survey with the goal of determining what the major consumer problems are in this state and what techniques of combating them would be most effective.

Consumer complaints seem to center on poor servicing of automobiles and appliances and slow delivery on mail order items. Problems involving billing are another bone of contention.

On the other hand, allegations of fraud or deception against businessmen represent a very minor percentage of complaints.

As a result of decades of technological improvement, products available to Americans are of better quality than ever before. But mass production and mass distribution have created a new set of problems.

Quality control is more difficult to maintain in mass-produced, yet complicated, consumer goods.

Defects are more costly to correct when the product involved is distributed nationally. Recent recalls of automobiles on a mass scale provide a good example of this trouble area.

Consumers themselves are a major cause of strained relationships. For one thing, many people are not aware of the basic obligation of a contract. Others seem to take a lackadaisical attitude about going deeply in debt.

Failure to pay bills on time results in high costs to business firms as they undertake follow-up procedures to collect past due bills. Those situations always engender bitterness.

Often unknowingly, consumers cause other headaches. Careless opening of packages, then not purchasing them, is a cost a retailer has to cover. But his overhead is included in the prices for all goods he sells. Damage to packaged food is a high cost item in supermarket operations.

It may seem trivial if a customer removes tags from a garment to try it on. If he doesn't purchase it, the garment must be removed from the rack until the tags can be located and replaced.

The council now is working with local consumer groups and organizations such as the Indiana Home Economics Association and the Indiana Council for Social Studies in lining up volunteer assistance, information and recommendations. The retailing industry already has compiled a vast amount of information on consumer problems.

The search for ideas and information is being carried directly to retailers, service firms, finance companies, Chambers of Commerce and the Better Business Bureau.

Here are some recommendations the council already has under study:

- Information programs geared to the special buying needs of low income families.

- Preparation of consumer education materials suitable for high school and adult education programs.

- Publication of brochures providing information on specific buying problems.

- Distribution to businessmen and consumer groups of the growing body of information now coming available as the result of intense national interest in consumer affairs.

Tourist Information Office Opened In Vincennes Old Cathedral Complex

The Indiana Department of Commerce and the Lincoln Heritage Trail Foundation opened a tourist information office at the Old Cathedral complex in Vincennes on June 22.

Lt. Gov. Richard E. Folz described the center as a pilot project to promote the historic and scenic nature of the Lincoln Heritage Trail.

Backers of the Lincoln Heritage Trail and government agencies in the states of Indiana, Illinois and Kentucky hope to establish several centers in the three states. The trail traces the life of Abraham Lincoln in the Midwest.

The information center will be staffed during the summer months by a staff member of the Indiana Department of Commerce, Folz said.

The Rt. Rev. Msgr. Leo J. Conti, pastor of the St. Francis Xavier Old Cathedral, is coordinating the project and has made arrangements for an office in the cathedral complex to be used as the information center.

The historic Old Cathedral complex now includes a library that houses important religious documents.

Attending opening ceremonies were John K. Snyder Jr., the state's Tourist Director, and Michael K. Organ, an assistant.

Experimental Paving Compound Tested at Winchester Plant

An experimental pouring of what may be the paving compound of the future was conducted June 8 at the Anchor Hocking Corporation's glass container plant in Winchester.

Over 2,000 square feet of "Glasphalt", utilizing the equivalent of about a quarter of a million crushed glass containers, was used to pave a section of a plant approach road and parking lot.

"Glasphalt" uses crushed glass cullet instead of all or part of the limestone normally used in asphaltic paving compounds.

This recent "Glasphalt" application is the largest pouring yet undertaken. The new paving material has been developed by the University of Missouri—Rolla under a grant from the U.S. Public Health Service, Bureau of Solid Waste Management, in cooperation with the Glass Container Manufacturers Institute (GCMi).

A 1,500 square foot section of parking lot and a 500 square foot section of approach road were covered with the glass-asphalt compound under the direct supervision of three University of Missouri researchers who have helped in the development of "Glasphalt".

Supervising the paving were Dr. Ward R. Walisch and Dr. Bobby G. Wixson of the civil engineering department and Dr. Delbert D. Day of the ceramic engineering department of the university.

Along with testing the feasibility of the new paving material, the Winchester "Glasphalt" application will be closely watched by glass industry and government officials since it points the way to yet another use of re-cycled and

re-used materials that can be obtained from the nation's ever increasing mound of solid waste.

"The re-cycling and re-using of glass is technically feasible," according to Normal J. Ogilvie, Anchor Hocking's vice president and general manager of the container division. "'Glasphalt' proves that."

Ogilvie pointed out that along with "Glasphalt", waste glass has been used to produce compost, building blocks and insulation products. "We can also use waste glass in the production of new glass products," he said.

The biggest problem, Ogilvie pointed out, is the means of developing modern day technology to automatically sort the components of solid waste and return them to their sources—paper to the paper mills, aluminum to the smelters and glass to the glass factories.

"Glass," according to Ogilvie, "makes up only about six per cent, by weight, of the municipal solid waste."

The actual "Glasphalt" paving was done by the Debolt Concrete and Paving Company of Ridgeville, Indiana.

EDA Approves Development Grant

The Economic Development Administration has approved a \$17,314 grant to the West Central Indiana Economic Development District, Inc., a non-profit corporation based in Terre Haute, according to an announcement by Lt. Gov. Richard E. Folz.

This grant is to help pay the administrative expenses of the development district for six months. Counties in the district are Clay, Parke, Sullivan, Vermillion and Vigo.

The funds are made available under the Public Works and Economic Development Act of 1965. The district organization will provide \$7,583 to complete the total program cost of \$24,897.

Industrial Development Specialists Discuss Proposals for Financing

Proposals for governmental assistance in financing industrial expansion dominated discussions about an economic development legislative program by the Lieutenant Governor's Working Committee for Industrial Development.

The committee, made up of industrial development specialists for Indiana transportation companies and utilities, met at the State House May 14. The group was established by Lt. Gov. Richard E. Folz to come up with specific projects aimed at stimulating industrial growth in the Hoosier state.

Among legislative proposals discussed at the session were ones to increase monies available to the Industrial Development Loan Fund and the mortgage guarantees provided by the Indiana Economic Development Authority.

Members decided to review at their next meeting bills that had been introduced in the 1969 session of the General Assembly but failed to pass, as well as those pocket-vetted by Gov. Roger D. Branigin after the 1967 legislative session.

The committee decided to compile data on economic development assistance programs in other states.

U. S. Plentiful Foods Program Aids In Distribution To Consumer



The United States Department of Agriculture, through the Plentiful Foods program, is helping the distribution of food to consumers. This program is designed to promote cooperation between the various segments of the food industry, such as food distributors and food service establishments.

The food marketing system in Indiana, and throughout the United States, is sensitive to shifts in supply and demand for various types of food products. "The Plentiful Foods program helps to achieve orderly marketing through timely and coordinated promotion, advertising, merchandising and publicity," according to USDA.

Information on plentiful foods is issued in two bulletins. One, directed primarily to food distributor trades, contains supply information and merchandising hints. The other bulletin is for the food service industry and contains recipes and menu ideas utilizing the foods that are plentiful.

These bulletins are issued well in advance of the month to which they apply, in an effort to obtain industry's aid in stimulating greater sales.

The total program of Plentiful Foods is designed to further several objectives along the channel of distribution.

For the farmer, the program broadens his potential market and improves his returns.

For the food trades, the program creates sales opportunities and stimulates consumer demand through local advertising promotions.

For the consumer, the program calls attention to those foods that are plentiful and gives the time to buy at unusually low prices. This also serves to stabilize food supplies and prices.

Nationally, the program promotes efficient use of abundant foods through the normal distribution channels.

John M. Tomack, officer in charge of the Food Trades staff field office in Cincinnati, recently pointed out that the success of the program depends on the cooperation of all those who are engaged in any aspect of food service or marketing. "Because of the voluntary nature of the program, we are seeking the help of all agencies that are involved in promoting commerce on a large scale," he said.

The Indiana Department of Commerce, in conjunction with Purdue University, is taking a long look at the Plentiful Foods program to determine the most effective manner in which the state of Indiana can contribute to the overall success of the program.

Copies of the monthly plentiful foods bulletins are available to individuals and organizations involved in the major elements of the food trade. In Indiana, write: Food Distribution Area Office, Consumer Marketing Service, U.S. Department of Agriculture, 536 South Clark Street, Chicago, Ill. 60605.

Ground Broken For Tipton Warehouse Being Built By Stokely-Van Camp

Stokely-Van Camp, Inc., held ground breaking ceremonies in Tipton on May 12 for a large new canned foods warehouse.

This new warehouse operation will be called the Indiana Distribution Center and, when completed, the storage facilities will include 257,000 square feet or about five acres under one roof.

According to L. S. Moore Jr., executive vice president of Stokely-Van Camp, the canned foods storage capacity will be approximately 2 million cases. There will be two rail car sidings inside the warehouse and each siding will accommodate 12 cars.

Construction is scheduled for completion by October 30, 1970. The Guepel Architects and Engineers, Inc. and Stokely-Van Camp's engineering department designed the project. Guepel De Mars, Inc. are handling the construction.

Fourth Annual Glass Days Festival To Be Held In Dunkirk In Late July

Tours of the two glass plants in Dunkirk will be featured during Glass Days 1970, scheduled for July 30-August 1 in the Jay County community that is called the Glass Capital of Indiana.

Visitors will be able to see glass being made by machine and by hand processes when they tour Indiana Glass Co. and Kerr Packaging Products. Trains will provide the transportation between downtown and the glass plants during the festival.

Other plans for the fourth annual Glass Days include a contest for "Cinderella, Queen of Glass", parades, glassware displays, carnival rides, and stands operated by local organizations, as well as free entertainment.

'How To Export' cont.

(Continued from page 10.)

world trade markets as reported in various publications received from abroad. This publication also lists trade fairs and exhibitions planned throughout the world. Answers to export inquiries of a general interest will also be included in the magazine.

International Investment: As part of the federal government program to redress the disequilibrium in the United States balance of payments, efforts are being made now to publicize the general potential for foreign investment in this country. The U.S. Department of Commerce reports foreign investment in the U.S. in 1966 at \$247 million, one-third of the average U.S. annual rate of investment in Europe.

Activities designed to promote direct investment started a few years ago. One study at the University of Arizona identified 18 states as having activities in this area.

Efforts are directed to the major foreign corporations and banks, regardless of location. The Indiana Department of Commerce has also started approaching key firms in foreign countries that have high levels of exports to the United States. Particular attention is paid to Canada, Germany and Japan as countries with potential sources for direct investment.

The *Fortune* magazine list of the top 200 foreign firms was an excellent starting point. The department contacted those firms having the capital, initiative and expertise necessary for a direct investment. Key European commercial investment companies and private banks were also contacted. Many of these banks are in a position to initiate investments, in addition to serving the needs of their customers.

The International Trade Division offers assistance to any firm involved in exporting or anticipating exporting in the future.

(To be continued in future issues.)

Peru — The Circus City

The lyrics of "On the Banks of the Wabash" make no reference to elephants, tigers, clowns, aerialists or the like. But in Peru, Indiana—on the banks of the Wabash—all these elements and more are to be found each summer during the second and third weeks of July.

During this period, the north central Indiana city is transformed into "Circus City". As a matter of fact, Peru now lays claim to the title "Circus Capital of the World."

This claim is well substantiated because at one time, many years ago, Peru served as winter quarters for some of the finest circuses in the land.

Today the circus, as most of us knew it as youngsters, is a thing of the past—with very few companies making the 'tour'. Present day circuses are primarily dependent upon headliners from abroad drawing people through the turnstiles.

The performers in Peru's "Circus Days" are all amateurs, but this isn't obvious to the spectators. The audience is treated to such breath-taking attractions as tight-

wire walking, trapeze acts, balancing stunts and bicycle routines. Over 100 individuals are involved—most of them high school students. There are 25 acts in all, with the trainers the only paid personnel.

Of course there is a parade. One that would do justice to anything that Ringling Brothers, Barnum and Bailey could conjure up, with 100 units taking part.

High school bands, antique cars, circus wagons, a steam calliope, a stage coach, trained dogs, the Gordon Pipers and a liberal sprinkling of well-known political figures are just a few of the attractions in the line of march before the approximately 25,000 spectators that annually line the parade route. The 1970 parade is scheduled for 10 a.m., Saturday, July 18.

The performers now have a new arena in which to entertain circus buffs. Thanks to a community project entailing time, effort and money the circus is now held in the building formerly occupied by the Peru Lumber Company.

Concern over rain interruptions or high winds that could wreak havoc with an outdoor performance, or one under a tent, is now a thing of the past. The building that now serves the three rings is covered, with a performing area half the size of a football field. One of the finest collections of circus relics in the world is also housed there.

George Astrike, a Wabash Valley Bank executive, sees a bright future for the circus. "The excitement and enthusiasm that is generated among visitors indicates that people are just amazed as to what the circus festival is doing and the opportunities it creates for young people," he said.

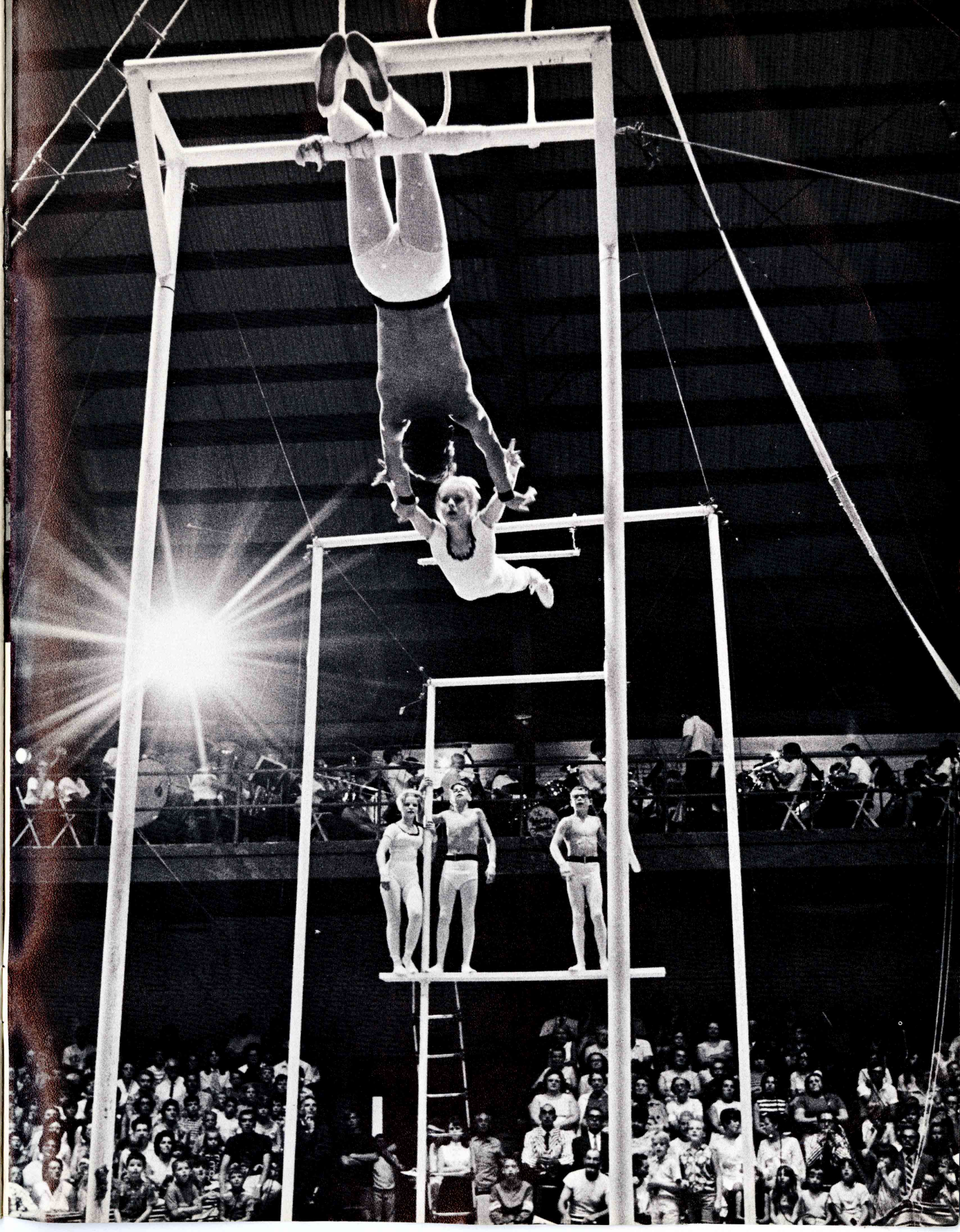
John Nixon, general manager of the *Peru Daily Tribune*, also commented on "Circus Days" and the new auditorium. "The potential seems unlimited in many ways," he said. "The circus can go as far as adults and youngsters want to take it," he continued. "Now, with a roof on the building, a new civic auditorium has been created which can be used for community purposes."

Peru, which the greats of the industry—Sells Floto, John Robinson, Hagen-Bach-Wallace—once called their winter home, is again the hub of circus activity. Peru is where the circus is "happening" today.



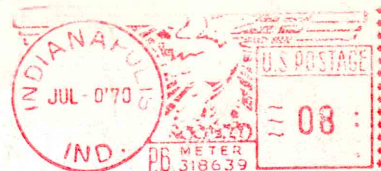
left: high-wire balancing act.

right: young aerialists in action.



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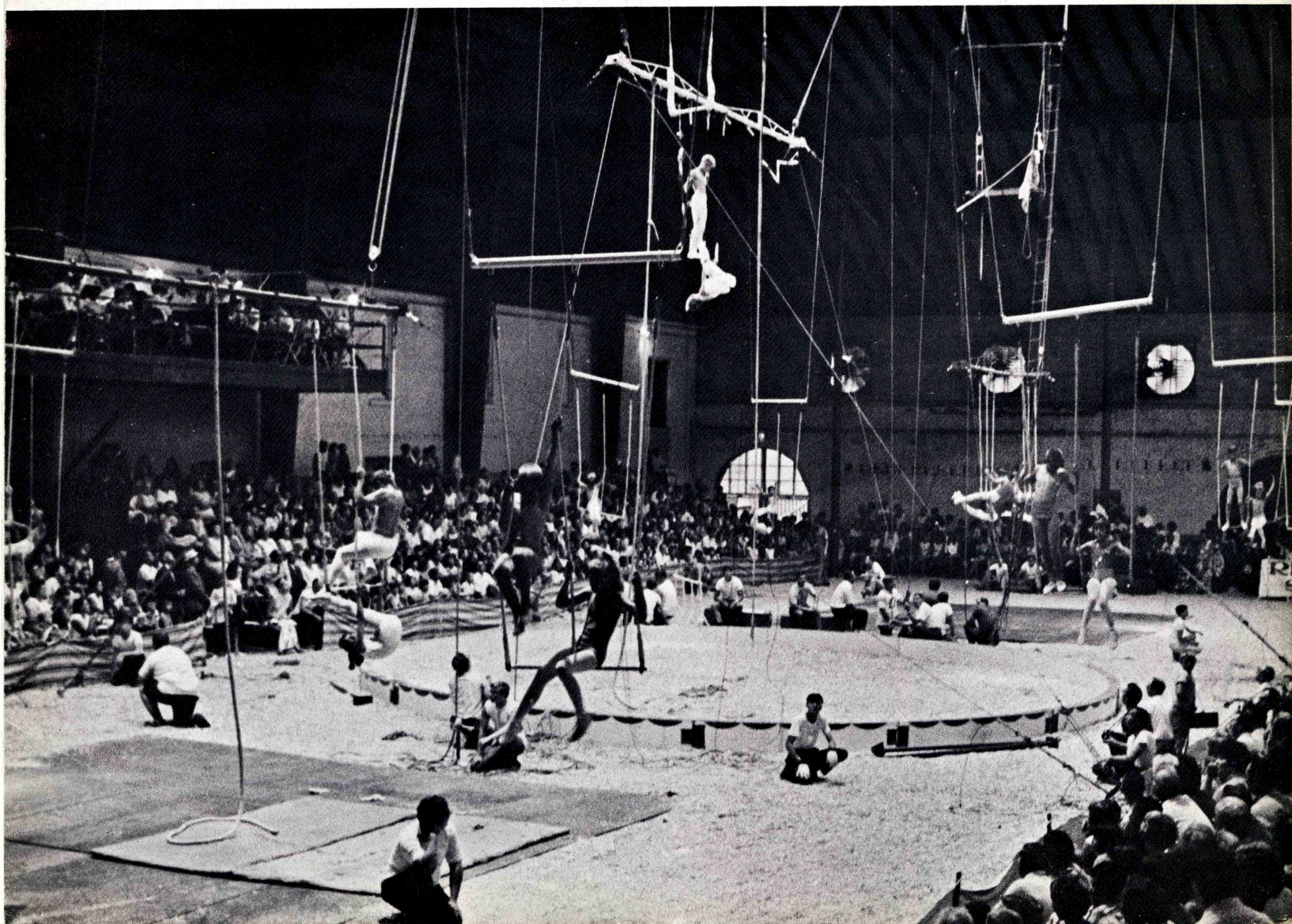
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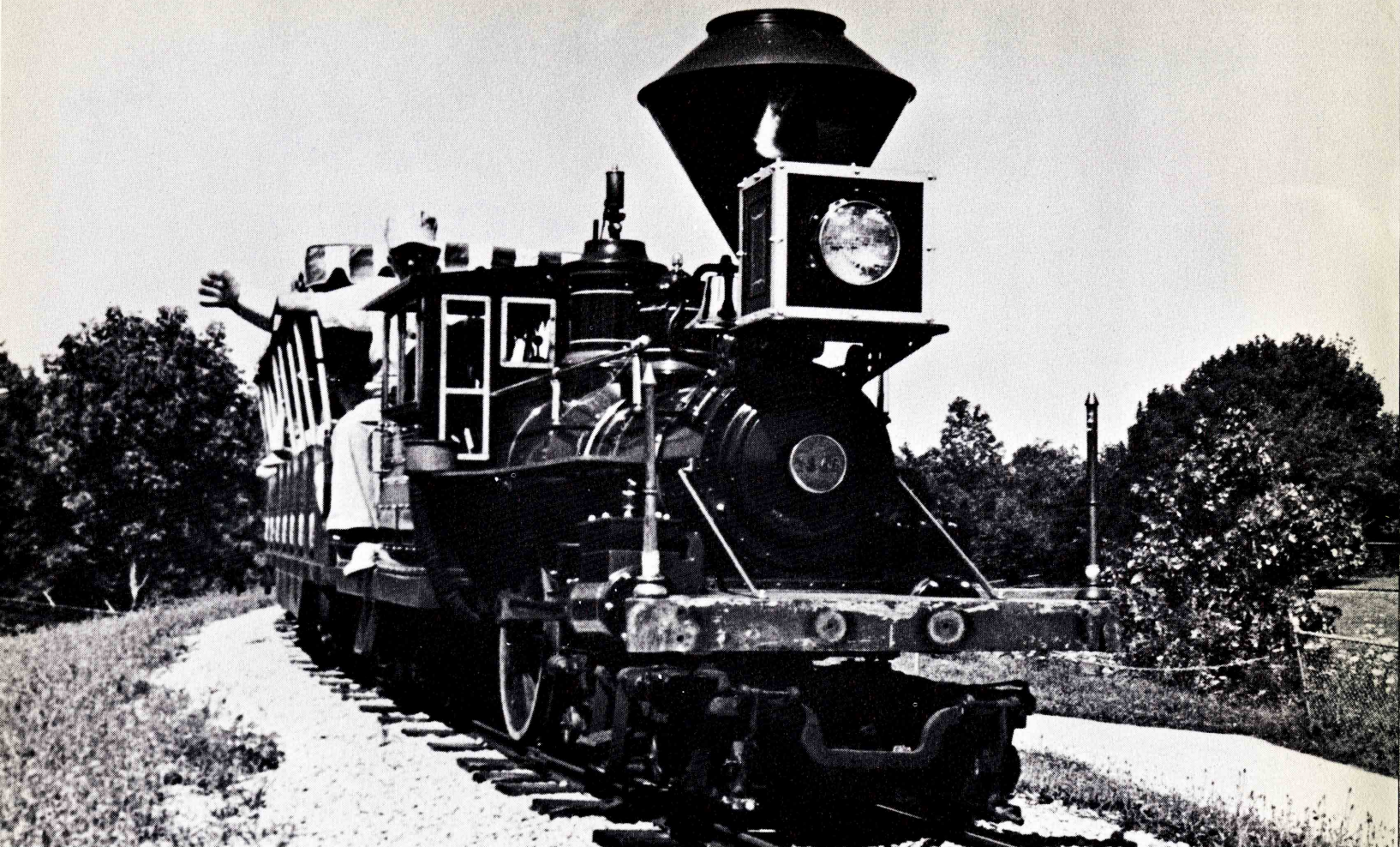


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COVER PHOTO

*A pensive cat ponders life at the Indianapolis Zoo. (See
story on page 10.)*

PHOTO THIS PAGE

Miniature train takes passengers around the zoo.

BACK COVER PHOTO

A giraffe views his surroundings

PHOTO CREDITS

*Page 7 Indiana Department of Commerce
Indiana State Fair
All Others Indiana Department of Commerce*

Culmination Of A Dream

By Bill Watt

Hundreds of Hoosiers took part in dedication ceremonies for the Port of Indiana, the culmination of a dream that spanned at least four decades. However, much of the commentary by public officials centered on other, yet uncompleted, economic development projects for northern Indiana.

Dedication ceremonies were observed on July 17 and 18 at the port site in Porter County.

Gov. Edgar D. Whitcomb described the Port of Indiana as perhaps "the most significant happening in Indiana during our lifetime."

"In addition to world market potential, we can now think of Indiana being tapped into the most important water transportation system in the world—the Great Lakes and their connecting waters."

During a news conference the governor touched upon a proposed jet airport which the state seeks to bring to northern Indiana. Whitcomb said the jetport is feasible and predicted that an Indiana site would be selected.

Whitcomb and Transportation Secretary John Volpe also conferred on highway development projects in nearby Lake County.

Volpe was the keynote speaker for the July 17 ceremony.

"I am happy to welcome the State of Indiana and its new port to our St. Lawrence Seaway System," he said. "But we need your help in promoting the seaway, because it is in fact your seaway."

He cited national population growth and urbanization trends and stated that America will have to double its transportation facilities during the next two decades to keep pace with demands.

The nation's top transportation official told newsmen that the federal government "doesn't express preferences in location of a major airport."

"Where to locate another jet airport depends upon feasibility reports by local authorities," Volpe said.

Sites in Wisconsin, the Chicago area, and northwestern Indiana have been proposed as locations for the cargo airport. An extensive feasibility study on Hoosier sites was undertaken by a consulting firm. It listed five areas in Lake and Porter counties as feasible.

Volpe revealed that the federal government is undertaking a new study of inland railroad freight rates to

determine their effect on utilization of the St. Lawrence Seaway. He said the national administration is "well aware of the financial problems of the seaway."

"I can tell you that we're fast approaching a decision," he commented.

Lt. Gov. Richard E. Folz, one of the speakers at a banquet in Valparaiso on the night of July 17, also discussed the airport.

"There is an urgent need for a major airport in northern Indiana," he said. "I doubt that the port and the industrial development it will generate ever will reach full potential if air service is not substantially upgraded."

"Our word from Washington is that Indiana's prospects for a major jetport have increased during recent months. But the initiative must come from Indiana if a jetport is to be constructed in our state."

Folz noted that if the port is to measure up to the state's expectations, several additional steps must be taken.

He mentioned the need for completion of comprehensive supporting facilities such as warehouses, grain elevators and transportation facilities that will provide access to the port site.

The lieutenant governor called for unified regional planning by all agencies of government with responsibilities in northern Indiana.

"It will require commitments from state and local highway departments to build new roads," he said. "This planning for growth will be a challenge to state and federal agencies to surmount what is shaping up as a critical housing shortage in this region."

"The growth program for northern Indiana must include massive programs of vocational training for the workers new industry will need."

The 1971 General Assembly should consider enacting legislation to provide "free port" status for the harbor, he said.

The ceremonies were conducted amid great fanfare on both Friday and Saturday. Among the speakers were former governors Matthew E. Welsh and Harold W. Handley and former U.S. Rep. Charles A. Halleck, R-Ind.

Also on hand were other congressmen, most state officials, many legislators and consular officials of nearly a score of foreign countries.

PLANNING DIVISION

REGIONAL PLANNING IN NORTHWESTERN INDIANA

LaPorte and Newton Counties, petitioners for joinder with the Lake-Porter Regional Transportation and Planning Commission, may soon establish a subregional planning commission with Jasper, Pulaski and Starke Counties. The planning division of the Indiana Department of Commerce has recommended this action to Governor Whitcomb, by whose executive order such a commission may be authorized.

Newton County and LaPorte County made note, in their petition, of the increasing pressures of urbanization, which are being experienced, due to their proximity to the Calumet cities. Mass transit, interstate roads and the accompanying developments, regional airport plans and sprawling rural subdivisions are among their concerns.

The Regional Planning Commission, now established, is financed by two counties, Lake and Porter. Its members

are appointed in accordance with statutory requirements. Expansion of the commission's jurisdiction was difficult because of problems related to financing and representation.

The establishment of a subregional commission will allow the five peripheral counties to work together in solving the problems of a regional nature, which they have in common. The subregional organization may be a useful model for later regional planning organizations in the Evansville, Fort Wayne and Indianapolis areas.

The seven counties in northwestern Indiana are expected to collaborate in setting up a permanent regional planning structure through legislation. A bill, in which the two subregions concur, may be completed in time for action by the 1971 General Assembly.

PROJECT P112

The Indiana Department of Commerce has announced the dollar amounts for the local planning grants to be received during the year from the U.S. Department of Housing and Urban Development.

The grant provides funds for developing comprehensive local plans in areas such as building and housing codes, zoning ordinances, transportation plans and land use plans.

701 Local Planning Assistance Grants

	Local	Federal (HUD)	Total
Elkhart County	11,000	17,000	33,000
Greene County	5,064	12,133	20,255
Michigan City	4,802	12,000	14,406
Knox County	7,000	10,886	21,000
Daviess County	7,734	14,000	23,200
Steuben County	4,600	6,666	13,800
Vermillion County	2,350	4,934	9,400
Randolph County	8,674	6,400	26,022
Fountain County	6,500	13,666	19,500
Portage County	6,850	15,468	20,550
Shelby County	8,500	9,200	25,500
East Gary	6,067	7,050	18,200
Lagrange County	6,000	17,348	18,000
Jefferson County	5,444	13,000	16,330
White County	7,000	13,700	21,000
Greencastle	3,334	22,000	10,000
Warren	2,467	15,192	7,400
Chesterton	3,200	9,604	9,600
Highland	6,834	14,000	20,500
			347,663

What IS Unit Pricing?

The Indiana Retail Grocers Association Inc. has shown much interest in the recent trend toward unit pricing. Mrs. Barbara Maves, director of the Indiana Consumer Advisory Council, spoke on the various unit pricing programs in existence at the July 21 meeting of the Retail Food Council.

The unit pricing concept is unfamiliar to most Indiana citizens because of its limited use in the state. Unit pricing simply means that the price by weight or count is indicated on the label or tag along with the total price of the product. This is the way meats, fresh fruits and vegetables are already priced.

Supporters of unit pricing believe it will facilitate price comparisons by the market shoppers. Mrs. Virginia Knauer, President Nixon's Special Assistant for Consumer Affairs said, "this information is what the consumer needs to fight inflation and to obtain the most for her shopping dollar."

But the shopper is the only one that can decide which is the best buy for her family. The price, although important, is only one of several considerations to make when selecting a product.

Quality, taste, style or variety, size in relation to use and storage, packaging convenience, ease and time of preparation should also be evaluated.

When looking for the most economical tuna purchase, unit pricing would provide the price per pound and total price on the label. For example, a 12.5 ounce can at 67¢ costs 86¢ per pound and a 9.23 ounce can at 51¢ costs 88¢ a pound so the larger can, in this case, would cost less per pound.

Unit pricing provides instant comparison between two similar items or between different sizes of the same or similar items. This eliminates "on the spot" figuring and saves shopping time.

True comparison can only be made between like products. The price per unit of canned orange juice should not be compared to the price per unit of an orange drink powder.

Several chain stores in about ten states are experimenting with various methods of unit pricing. First, they have to determine how and where to mark the item—individually, on the shelf above or below the goods, or at the end of a row. Next, they have to decide a base quantity to measure and price—tissue paper and foil by the square foot or yard, ice cream by the pint or gallon, paper plates by the hundred, etc.

Computers have been the answer for chain stores and supermarkets. Computerization has proven to be a quick and accurate way to tabulate the information, do the

arithmetic and print out the labels that are ready for distribution to the local stores.

Small independent stores, which are generally more for convenience rather than saving, would find unit pricing expensive because use of a computer program would be a financial burden.

On July 15, 30 of the Eisner Food Stores began using their unit pricing program, "Compar-A-Buy", in central Illinois and Lafayette, Indiana. Their computer printed labels are placed on plastic strips and snapped into the price rail directly below the product.

Each label uses the common unit shown in the package for the unit measure. It includes the name of the item, the price per unit (per pint, per pound, per 100-count), the size of the package and the total price. Paper napkins, tissue and towels are priced per hundred pieces.

Paul Otten, manager of the East Main Eisner Store in Lafayette, said that "Compar-A-Buy" has presented no problems. "The labels come from the company already prepared, we just put them on the shelf and this does not require any extra help." He added that all customer reaction has been favorable.

Dick Lebo, Eisner Food Stores sales manager in Champaign, Ill., said they studied unit pricing and decided that it would be good for their customers and provide each with another tool to become a better shopper. "This is not a trial period. We intend to keep "Compar-A-Buy" in all our stores," he stated.

Kroger Food Stores in the Toledo, Ohio, area are using shelf tags in front of the individual brands to aid price comparisons by the supermarket shoppers. They have computed the unit price of some 6,000 items and have equipped six stores to handle the job.

Presently, cost is the major consideration of all owners contemplating the use of unit pricing. The Benner Tea Company in Iowa has found that it cost \$14,000 to implement their unit pricing program called "Tru-Pricing" in 21 stores. However, \$14,000 is less than they spend on the average promotional campaign!

Besides making the customers choice easier, unit pricing has helped grocery stores in another way. Supermarkets are so jammed with various brands of fresh, canned, pre-mixed, frozen, chilled, pre-measured products in such a variety of sizes and packages that it is hard to find adequate shelf space for fast-moving goods.

Unit pricing would reveal the most economical buys, which might become the most popular. The store could then drop the slow moving stock and order more of the faster moving goods.

It is now up to the customer to prove their interest in the existing programs for unit pricing to continue.

INDIANA'S EXPO '70

The 1969 Indiana State Fair was the first Hoosier exposition to draw more than 1 million visitors. The 1970 fair will contain expanded exhibits in many farm-related fields and fair planners are looking to another record crowd.

The fair opens August 26 and runs through Labor Day, September 7. Selection of the state fair queen is scheduled for the night before opening night.

The fair has several new features. One is an expanded industrial exhibit in the Manufacturer's Building.

Last year, 20 Indiana firms were represented in the exhibit. They included a \$120,000 exhibit from Eli Lilly & Company, an Indiana-based pharmaceutical producer that ranks as one of the world's largest.

About 12,000 tourism brochures were distributed at the Indiana Department of Commerce exhibit. Industrial development information was also available. This year, a major segment of the main floor area will be given over to a projection area for two motion pictures, one on tourism, the other about industry in the Hoosier state.

September 2 has been designated Indiana Business and Industry Day at the fair. One highlight is the Lieutenant Governor's Dinner which will include scores of Indiana industry leaders.

Another new attraction is the first annual Senior Citizens' Jamboree.

September 4 has been designated Senior Citizens' Day and Hoosiers who are 75 years of age or older will be admitted to the fairgrounds without charge. Daily programs are scheduled in one of the buildings which is being set aside for a senior citizens' exhibit. Plans call for both recreation and information. Public and private organizations which provide services to senior citizens will be represented at the exhibit to answer questions and provide data on their respective programs.

One of last year's most popular crowd-pleasers was the antique machinery display. It will return this year and portray a century of progress in the farm implements industry. The exhibit is appropriate to Indiana, which has more than 60 agricultural equipment manufacturers.

The fair will maintain its rich flavor of agricultural heritage and farm progress. Here are some of the other fair highlights:

—Thursday, August 27, Education and High School Band Day, featuring the well-attended high school band contest, starting at 9 a.m.

—Friday, August 28, The State Fair Century Auto Race and the choral competition.

—Saturday, August 29, 4-H Club Day, with judging of 4-H animal exhibits.

—Sunday, August 30, Armed Forces Day, featuring a military parade at 11 a.m.

—Monday, August 31, Ladies' Day.

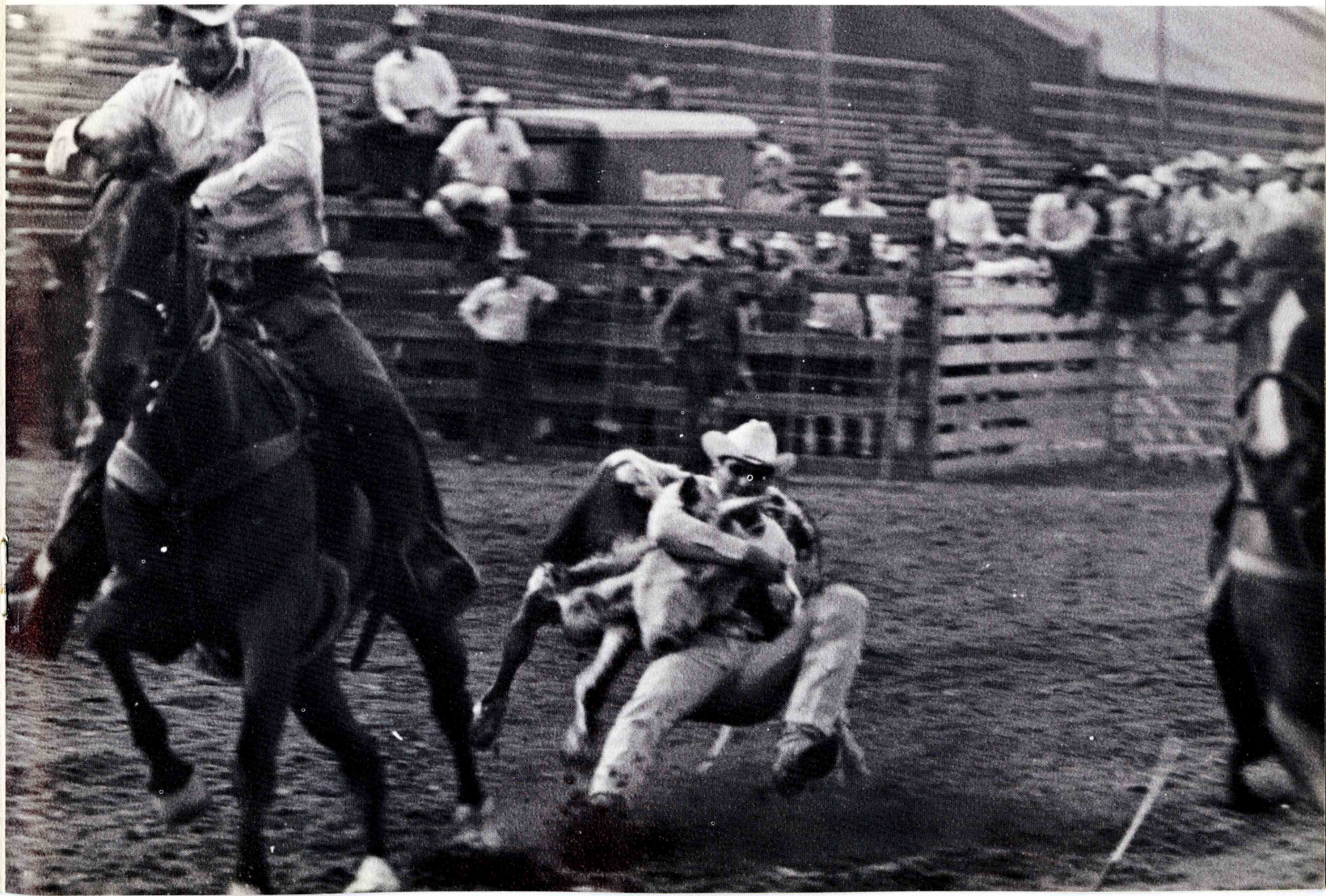
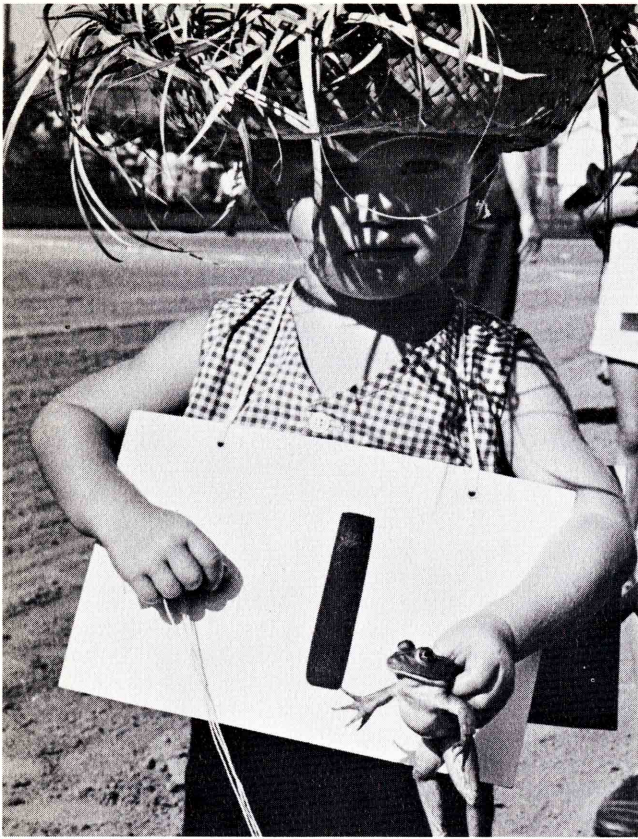
—Tuesday, September 1, Farmers and Future Farmers Day, with the annual Farmer's Day Parade.

—Wednesday, September 2, Indiana Business and Industry Day.

—Friday, September 4, Senior Citizens' Day.

A complete rundown on State Fair activities can be obtained from the State Fair Board or the Indiana Department of Commerce.

Scenes from the 1969 State Fair, including a youthful charmer and his pet frog; daredevil drivers and action at the rodeo.



OTHER COMMERCE NEWS

Southern Indiana Port Is Feasible According to Commission Chairman

A port on the Ohio River in Southwestern Indiana is feasible, according to the chairman of the Indiana Port Commission. The proposed facility has been under study for several months and the commission chairman, Joseph N. Thomas, made that statement after checking preliminary findings.

A feasibility study by Sverdrup & Parcel of St. Louis should be ready for release about September 1.

Thomas said that a final determination of the port site has not been made and that cost estimates are still incomplete. The final report should provide those answers.

The 1969 Indiana General Assembly appropriated \$50,000 to conduct a feasibility study for a port in Vanderburgh or Posey counties.

According to Thomas, the cost of constructing the Ohio River port probably will be in the \$5 million range. He said one way of obtaining the money would be through a legislative appropriation, to be reimbursed from sale of revenue bonds and income from the port.

Several weeks ago, the consulting firm reported that it had found great enthusiasm among southwestern Indiana businessmen for establishment of a port to serve their market area.

International Trade Advisors Study Export Programs For State

The lieutenant governor's International Trade Advisory Committee explored export programs that could benefit Indiana's economy when they met at the State House in mid-July.

Among suggestions aired were those for pushing designation of Indianapolis as a port of origin for export shipments and for financing future trade missions sponsored by the Indiana Department of Commerce.

The port of origin designation is sought by the department, the City of Indianapolis, and local industry leaders because it would enable shipments bound for other countries to be processed through the Indianapolis airport, rather than be sent to cities with customs facilities. An application for the designation is on file with the U.S. Department of Commerce but has not been acted upon.

Advocates of the proposal say it would simplify paperwork and cut the costs of exporting for Hoosier companies.

The 20-member committee was created by Lt. Gov. Richard E. Folz to assist the Indiana Department of Commerce in fashioning programs that will increase the dollar value of international trade to Indiana's economy.

Van Barteau, the department's executive director, called upon committee members to help develop a program for the 1971 General Assembly that will make it possible for Indiana firms to better take advantage of foreign trade opportunities.

V. Basil Kafiris, director of international trade and economic research for the department, also attended.

Marsh Supermarkets To Build Distribution Center In Muncie

Marsh Supermarkets, Inc., will construct a \$10 million distribution center in Muncie according to an announcement made by the firm July 14.

Lt. Gov. Richard E. Folz termed the decision to move to Muncie "an indication of confidence in the prosperity of the Indiana market area" when he addressed a company sponsored luncheon held in Muncie the day of the announcement.

The seven-building complex will occupy a 100-acre site in Muncie's Industria Centre near the southwest edge of the city. Thirty acres will be under one roof, according to Don E. Marsh, president of the company.

This decision ultimately will result in a move of company headquarters from Yorktown to Muncie. No timetable for completion has been set.

The move is being made necessary by several reasons, according to Marsh. "Looking to the future," he explained, "this move appears most favorable for the company to obtain better transportation facilities and to establish a modern warehouse to handle more efficiently the incoming and outgoing merchandise."

"Our present plant cannot be expanded in a manner that would provide an efficient operation. On the other hand, a totally new plant can be designed on the most modern warehouse principles, and will provide for easier handling of merchandise and more pleasant working conditions."

The current inventory at Yorktown is at the \$3 million level. Marsh said the Muncie operation will house a \$10 million inventory and place the company in an excellent position for future expansion.

The Marsh firm operates about 100 retail stores in Indiana and describes itself as the state's largest home-based supermarket chain.

Laminated Plastics Plant Is Dedicated In Franklin

Lt. Gov. Richard E. Folz was keynote speaker at dedication ceremonies held July 15 in Franklin for a new plant operated by Norplex Division of Universal Oil Products Company.

Norplex has its home office at LaCrosse, Wis., and is a major producer of laminated plastics. Its 50,000 square foot installation at Franklin will produce copper-clad laminates, used in production of radios, television sets, automobiles, computers and telephone equipment.

A company official said the highly automated plant in Franklin places its product lines closer to the center of its market area and within convenient access to raw material suppliers.

"I believe that this company will be pleased that it made the decision to locate in Franklin," Folz said. "According to census reports and population growth surveys made by the Indiana Department of Commerce, this will be one of the fastest growing areas in mid-America during the next 15 years. A solid base of diversified industry is necessary if this city is to prosper."

The morning dedication program was followed by a ribbon-cutting ceremony.

New Building Started in Decatur

Lt. Gov. Richard E. Folz broke ground for a 50,000-square foot industrial structure in Decatur on June 30.

The shell building is being constructed for Indiana & Michigan Electric Company, which plans to lease it to a new industry.

The site is in Decatur's industrial park area. A spokesman for the utility said its industrial development specialists already are working with prospective companies regarding occupancy of the facility.

Lt. Gov. Folz noted that recent Census Bureau reports indicate that smaller cities, such as Decatur, could be prime growth areas in this decade.

"Indiana's smaller cities will get new industry if they undertake an aggressive selling job and provide the services industry needs," he said.

Living, Historical Farm Is Theme For Amish Acres Near Nappanee

Amish Acres, an 80-acre farm near Nappanee, officially opened its gates to the public during a grand opening in late June.

The history of this new family attraction dates back to Nappanee's first Amish settler. Following a year-long period of restoration, the farm and its buildings were ready for visitors.

The 12-room house is now authentically refurnished with everything from wood burning stoves and an antique spinning wheel to Amish clothes and a German Bible.

Lecture tours are conducted through the house and farm, giving visitors further insight into the life and history of the Amish people. There are also special "bonnet and britches" tours for young people's groups.

The Amish follow the ways of their forefathers—shunning the use of electricity, plumbing and central heating as well as automobiles and tractors.

Of special interest to those unfamiliar with farm life are the numerous display crops planted in one area of the farm. All 25 are identified for the benefit of the uninitiated. Included in the sample crops are Indiana corn, broom corn, sorghum and buckwheat.

As this is a 'living' historical farm, typical animals may be seen during a walking tour of the 1876 Sweitzer stone foundation bank barn.

A picnic grove is located in the outdoor historical area. Horse, buggy and wagon rides are often available to those interested.

Complete restaurant facilities will soon be incorporated into the Greeting Barn, with its rough hewn beams and hand-whittled ladders. The barn has an outdoor observation deck looking out over the shaded picnic area, old fashioned orchard and rolling fields. A new gift shop in the Greeting Barn features Amish foodstuffs, gift items and souvenirs as well as Amish antiques.

Further development of Amish Acres depends upon time and funds.

Detailed information on tours, group rates and reservations is available by writing: Amish Acres, Visitor Information Center, 252 W. Market, Nappanee, Indiana 46550.

Indiana Industries Increase, Grow In 1969 According to New Report

Indiana gained 165 new industries last year, 33 more than in 1968. Expansion programs were undertaken by 317 industries during 1969, up from the 1968 level of 260.

Those facts were contained in an Indiana Department of Commerce report on new and expanding industry during 1969. It was compiled by the department's economic research division.

Elkhart County and Marion County were the state's growth leaders by wide margins. Elkhart County added 51 new companies while 57 existing firms expanded their operations.

Marion County recorded 43 new industries and 71 industrial expansion projects.

Areas of concentration in industrial growth were in the primary metals, transportation equipment and machinery industries.

Commenting on the report, Lt. Gov. Richard E. Folz said: "It is important to recognize that Indiana was posting solid gains of new industry during a year in which the national economy was cooling down substantially and money was extremely tight.

"The increased level of expansion by existing industries is a healthy sign that Indiana's overall business climate is a favorable one. The Department of Commerce has placed greater emphasis on encouraging expansion by existing industry because we believe this form of industrial growth offers the best potential for economic development in the state."

There is no valid yardstick on the number of new jobs created by industrial expansions because many companies will not release employment data.

Information for the report was compiled with help from local Chambers of Commerce, utilities and the Indiana Employment Security Division.

An employment summary in the report noted that manufacturing employment advanced at a faster rate than non-manufacturing employment during 1969. That represents a reversal of the pattern for 1968. Manufacturing employment was up 3.3 per cent in 1969 while non-manufacturing employment maintained a 2.7 growth rate.

Mobile Home Factory Now Being Built In Bourbon

Ground-breaking ceremonies were held in Bourbon on July 24 for a 90,000-square foot mobile home factory owned by Boise-Cascade Corp.

The company has purchased 60 acres in an industrial park west of the city. Building costs are estimated at near \$2 million.

Edwin W. Beaman, assistant industrial development director for the Indiana Department of Commerce, represented the department at the ceremony. A former state senator and state revenue commissioner, Beaman once served as executive director of the Indiana Department of Commerce.

Lt. Gov. Richard E. Folz commented that the new industry is "another example of the economic strength and growth potential in Indiana's mobile home industry." The Hoosier state is the largest producer of mobile homes in the nation.

The Indianapolis Zoo

In 1962 a chimpanzee named Kimmie scooped the first shovel of dirt that eventually led to completion of the Indianapolis Zoo. It's now one of the capitol city's most attractive drawing cards for young and old alike.

The groundbreaking ceremony followed a million dollar fund-raising drive and an arrangement that permitted the Indianapolis Zoological Society to lease the 128-acre George Washington Park for one dollar a year. Construction began in 1963.



First completed was a zoo train. Since then, a myriad of animal attractions have been included in the zoo, many of them contributed by civic organizations.

The first animal gift was Prince Murat, a camel donated by the Shrine Circus. Others were presented by the Indiana Department of Natural Resources, the Hoosier Cat Fanciers and other zoos. Indianapolis school children gave enough money to buy an elephant. The staff of the Associated Press bureau in Indianapolis used receipts from its office coffee fund to provide a matched set of cougars.

The zoo now boasts more than 400 specimens representing nearly 200 species. Recently completed were six new breeding pens for waterfowl.

Some favorite attractions are the aviary, the giraffe house, an Indiana wildlife exhibit, Japanese gardens, the Elephantrama, and facilities in an educational building for daily programs presented by the zoo staff.

One of the most popular exhibits is the "animal contact area" which gives children (and many adults) the chance to feed and pet the animals and birds.

In various stages of planning or development are proposed exhibits such as a monkey island, sea lion exhibit and a replica of an African grassland area.

The Indianapolis Zoo is unique in that it is one of a select number of zoos that is self-supporting. Money for construction, expansion and maintenance is derived from admissions, memberships in the Indianapolis Zoological Society, donations and concession sales. The society now consists of some 2,600 members.

Admission is \$1.25 for adults and 35 cents for children under 16 years of age. School and other educational groups qualify for special group admission rates.

left: petting lambs at the zoo.

right: a portion of the lake exhibit.



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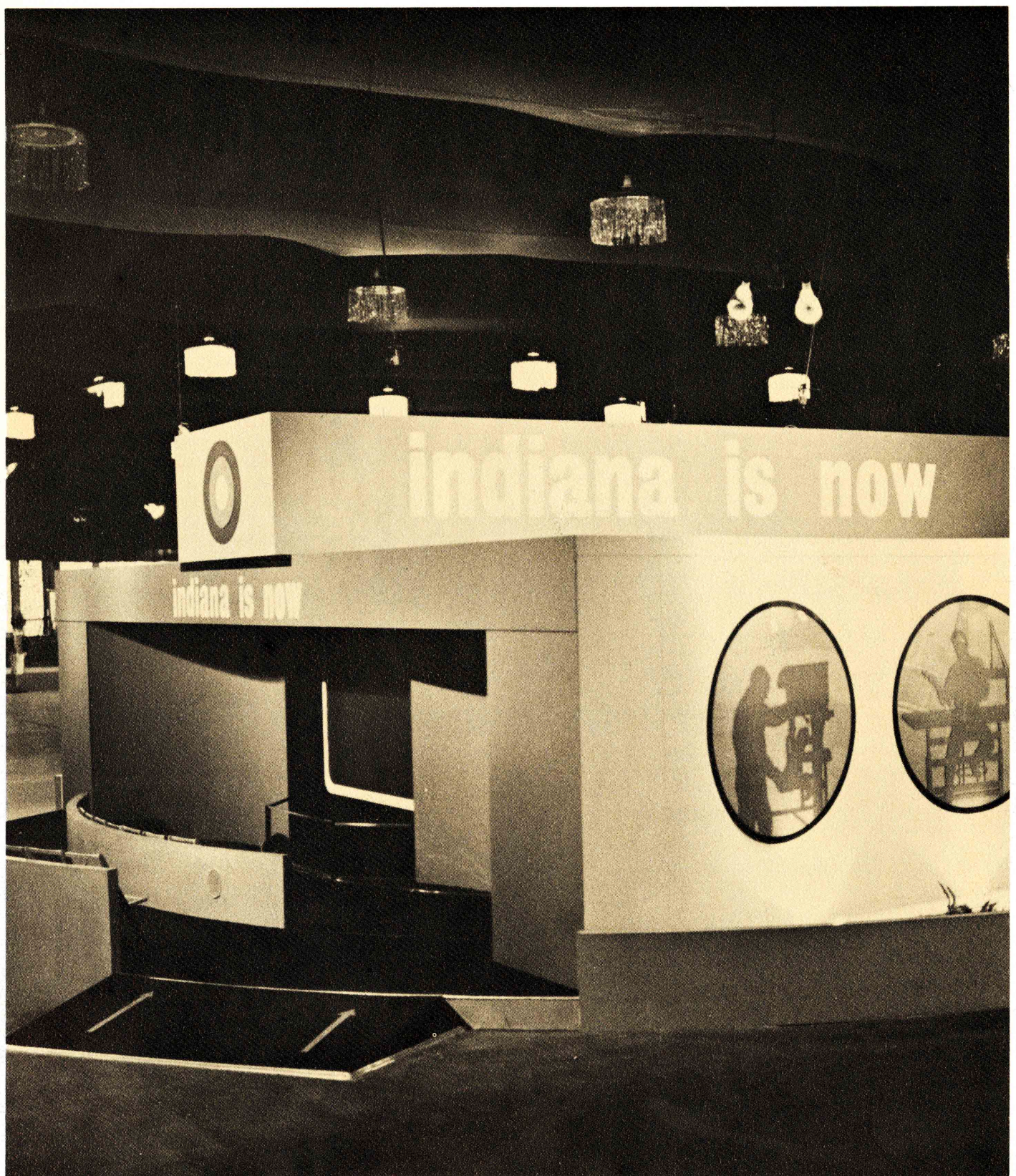


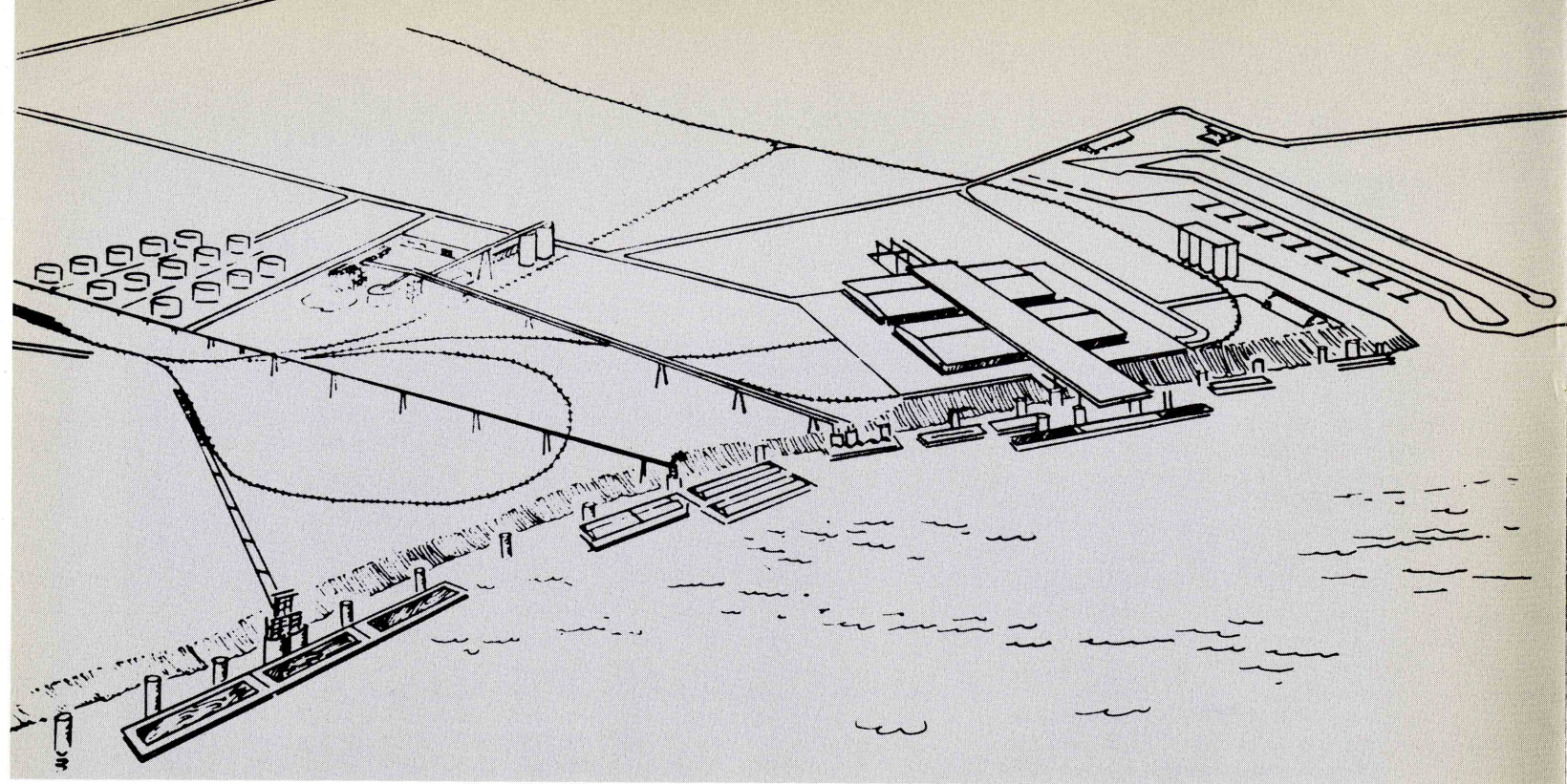
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COVER PHOTO

Indiana Department of Commerce exhibit at the 1970 Indiana State Fair.

PHOTO THIS PAGE

*Sketch of proposed Ohio River port near Mt. Vernon.
(See story on opposite page.)*

BACK COVER PHOTO

An industrial exhibit at the Indiana State Fair.

PHOTO CREDITS

*Sketch (this page).....Larry Hill, The Evansville Press
Page 7.....Courtesy Indiana Historical Library
All Others.....Indiana Department of Commerce*

OHIO RIVER PORT FEASIBLE FOR SOUTHWESTERN PART OF STATE

A proposed Ohio River port serving southwestern Indiana could be in operation by 1974 and add several thousand jobs to the area.

A consulting firm reported its findings on the river port at a September 9 news conference in Evansville. The report said the installation is feasible and recommended a site just east of Mount Vernon.

One feature of the project is a large industrial park development at the port site. Its utilization would provide revenue to repay the state for costs of constructing the port.

According to the report by Sverdrup & Parcel Associates, the site should encompass 1,110 acres and plans should envision additional land acquisition. It recommended a budget of \$13.2 million to construct the port, build service facilities and implement the industrial park concept.

Here are some highlights of the report:

- The impact of the port would extend throughout southwestern Indiana, especially in terms of shipments of farm commodities.

- The service area might extend into Kentucky if the Ohio River is bridged near the port site.

- The terminal could cut shipping costs to existing industries in southwestern Indiana.

- The port could directly or indirectly stimulate several thousand jobs over a period of 5 to 10 years.

- The most likely new freight commodities the port would handle include industrial chemicals, agricultural chemicals, sand, gravel, bulk cement, coal, corn and steel products. The terminal would have a full service marina and marine service.

Sverdrup & Parcel recommended the construction project be undertaken in three overlapping steps.

First is site procurement and construction of roads, railroads, utility services and cargo handling.

Second is development of special service facilities and an industrial park.

Third is an advanced stage of development in the industrial park.

One purpose of the 860-acre industrial park is to use it as a means of enabling the state to recapture its investment in

the project. When the park reaches full utilization, the consulting firm estimates that the state could realize as much as \$750,000 a year in lease revenues. Operating and maintenance costs would be paid through port service charges.

Preliminary steps on port development began when the 1969 General Assembly appropriated \$50,000 for an initial feasibility study. The survey was begun last March, coordinated with the Indiana Port Commission, Indiana Department of Commerce and southwestern Indiana legislators.

The survey termed the port a valuable economic addition to southwestern Indiana, which long has lacked adequate transportation facilities. Its findings were backed up by a study prepared for the Southwestern Indiana and Kentucky Regional Council of Governments and by data compiled by the Indiana Department of Commerce.

The Council of Governments report, prepared by Gladstone Associates, an economic consulting firm in Washington, concluded that public transportation facilities are inadequate and their upgrading is essential to the region's economic future.

The S&P conclusions summed up the need for a port this way:

"An aggressively managed and adequately financed river terminal will encourage industrial expansion, and when operated in conjunction with suitable industrial sites, can lead the way to industrial growth. In fact, an expanding community must be led by its communication and transportation facilities. One of the great services that can be rendered the public is timely and adequate leadership in providing transportation and communication sufficient for not only current needs but also for the reasonably foreseeable future growth."

With these deficiencies corrected, southwestern Indiana would be ideally suited to serve national markets, its survey team asserted.

An engineer for Sverdrup & Parcel said if provisions for funding and land acquisition were made during 1971, construction work could begin in the spring of 1972 and the port fully operational by the summer of 1974.

THE RETAIL REVOLUTION

By V. Basil Kafiris

Director, Economic Research and International Trade Divisions

(The following article is taken from "Survey of Retail Trade", a publication issued recently by the economic research division of the Indiana Department of Commerce.)

Retailing, an ever changing field, is becoming increasingly more important and complex. In Indiana retailing comprised 30,627 establishments and accounted for more than \$8 billion retail sales in 1967.

Indiana retail sales in that year amounted to 2 per cent of the U.S. total of 1,707,931 retail establishments and \$313 billion of retail sales. Even though the number of establishments decreased by 5 per cent between 1963 and 1967, retail sales soared up by 2 per cent. As population and consumer purchasing power rise, the increasing volume of consumer goods exerts an impact on retailing through increasing the demand for the services of retail establishments. Shifts in the consumption patterns and the suburban movement also contribute to the retailing ferment that is great enough to be referred to as the "retail revolution."

Main indicators in measuring developments in Indiana retailing are: (a) number of establishments; (b) number of employees; (c) payroll and (d) retail sales.

Number of Establishments: There were 30,627 establishments in Indiana in 1967. This represented 2 per cent of the U.S. total. A 4.9 per cent decrease in the number of establishments between 1963 and 1967 affected mostly the food stores (-14.4 per cent) and the building materials and farm equipment dealers (-7 per cent), while the number of automotive dealers increased by 4.9 per cent. Almost 40 per cent of the retail establishments in 1967 were eating and drinking places and gasoline service stations.

Number of Employees: The number of employees increased by 31,325 or 14 per cent to a total of 254,686 in 1967. The greater increases were scored by the eating and drinking places (23.6 per cent) and drug and proprietary stores (20.6 per cent).

Payroll: During the same period, 1963-1967, payroll expenditures increased by \$316,216,000 or 34.3 per cent to a total of \$953,667,000 in 1967. The general merchandise group stores and eating and drinking places had the

highest increases in payroll, 52.3 per cent and 42 per cent respectively.

Retail Sales: The 20 per cent increase in Indiana retail sales between 1963 and 1967 surpassed a total retail sales volume of \$8 million in 1967. The general merchandise and nonstore retailers together increased their sales by 76.8 per cent and the furniture and appliance stores followed with a 40 per cent increase.

Type of Outlet

The relative developments for different types of retail outlets have already been presented. Of special interest is the fact that 38 per cent of all retail establishments are eating and drinking places (22 per cent) and gasoline service stations (16 per cent).

The payroll paid by the eating and drinking places, 13.6 per cent of total, is well below the 21.5 per cent share of such outlets in total number of employees.

Food stores had the highest share of 1967 sales (21.5 per cent), even though their share of the number of employees and payroll was 14.5 per cent and 14.0 per cent, respectively. Automotive dealers had the second highest share of total retail sales, 19.2 per cent, even though their share of payroll was 14.9 per cent.

Regional Scope

Region 8, comprising the Indianapolis metropolitan area, and Region 1, the northwestern corner of the state, have sizeable shares of the total number of establishments, 17.9 per cent and 13.8 per cent, respectively; number of employees, 24.0 per cent and 14.0 per cent; payroll, 24.4 per cent and 15.4 per cent and retail sales, 23.0 per cent and 14.8 per cent. These two regions, combined, account for almost 40 per cent of the number of employees, payroll and retail sales.

Region 10, which includes the Bloomington area, had the highest percentage increases: 31.4 per cent more employees, 56.8 per cent more payroll and 38.7 per cent more sales.

Regions 7 and 8, at the two extreme ends of south central Indiana, and Region 1, at the northwest corner, showed the greatest decreases in the number of establishments.

Federal, State and Local Groups Seek Ways To Combat Unemployment In Vicinity of Crane Naval Depot

Officials of federal defense and welfare agencies joined with state and local leaders on September 16 and 17 to seek methods of providing economic opportunities for persons in communities near Crane Naval Depot.

When U.S. involvement in Vietnam was at its peak, the munitions facility employed more than 7,000 Hoosiers. Employment has been cut to about 5,000 and further reductions are contemplated.

The sprawling installation encompasses large tracts of Martin and Lawrence counties and has been the region's largest employer.

Officials toured the area and discussed possible techniques for combating unemployment and making the area more attractive to economic growth.

Lt. Gov. Richard E. Folz briefed Donald F. Bradford, director of the federal Economic Adjustment Office, on

factors crimping the growth potential of the counties surrounding the depot.

Chief among them, he said, is an inadequate transportation network which must be improved if the area is to be attractive to new industry.

He called attention to the labor surplus created by the depot reduction as a potentially positive situation in view of a national shortage of skilled labor which has hampered industrial expansion.

Local civic leaders have banded together in a move to come up with a comprehensive approach to economic development. They formally organized during the tour period and began going over proposals. Specialists from Indiana University and the Indiana Department of Commerce took part in the planning sessions.

Business, Industry Leaders Honored At Lieutenant Governor's Dinner

More than 250 Indiana business and industry leaders packed Brodey's Restaurant in Indianapolis on September 2 for the Lieutenant Governor's Dinner, convened in their honor.

The dinner coincided with Indiana Business and Industry Day at the Indiana State Fair. During the afternoon, the visiting industrialists toured the fairgrounds and the Indiana Industrial Exhibit, the focal point of the Exposition Building.

Many had the opportunity to view the department's new 28-minute industrial development motion picture which was presented in continuous showings at the Department of Commerce exhibit during the fair.

Main speaker at the banquet was Lt. Gov. Richard E. Folz, who said that government and industry must broaden the base of public support for economic development programs if the state is to keep pace with its industrial potential.

He described policies of governmental agencies and the General Assembly as "crucial to our prospects for industrial growth."

"Governmental bodies which function in the areas of transportation, taxation, environmental control, vocational education and housing must understand the economic consequences of their actions," the lieutenant governor commented. "A seemingly minor administrative regulation or policy decision can have widespread impact on a specific industry group or on all Indiana companies."

Folz said the 1971 General Assembly should take steps to secure a northern Indiana jetport and step up programs for expansion of the state's surface transportation network.

"The legislative session will consider sweeping changes to state involvement in environmental questions," he said. "Our goal should be an effective—and realistic—program of pollution control that will halt the deterioration of our natural surroundings, yet not sabotage the ability of industry to prosper."

"Property taxes are too high and the inventory tax is punitive toward industry. Yet formulas for replacing that revenue and for insuring that money earmarked for property tax relief actually is channeled to that purpose continue to elude us."

Other dinner speakers were Robert Allphin, tax manager, PPG Industries, Pittsburgh, and James Ward, plant manager, RCA Recording, Indianapolis. They discussed why their companies chose Indiana for a new plant and a plant expansion, respectively.

Allphin called attention to the fact that hassles over taxation have strained relationships between business and government for decades. But he pointed out that the final arbiter of the whole issue of taxation is the individual citizen, who eventually pays the taxes and who elects or rejects the government officials.

"Government and industry must inform the individual citizen about their respective roles in the tax picture so that the whole system can be kept in balance," Allphin said.

Ward noted that his corporation already has a tremendous investment in the Hoosier state with several installations and about 15,000 employees. He said RCA officials are pleased to be a part of the Indiana economic scene, consider their financial commitment to this state a wise decision, and plan to keep Indiana foremost in their plans for expansion.

Entertainment at the dinner consisted of some of the top entries in state fair talent events: choral competition, old-time fiddlers' contest, and the state fair queen contest.

Many of those present represented companies which had located in Indiana or expanded their operations in the state during the past year. They were initiated into a new and elite organization, the Ratliff Boon Society.

Boon was Indiana's first lieutenant governor and a renowned wolf hunter, militiaman, farmer, second Indiana governor and congressman. The award was named for Boon because he exemplified the pioneer vitality which transformed Indiana from a frontier outpost into a major industrial state.

Seventy-two industrialists were presented with the Boon award.

right: portrait of Ratliff Boon, first lieutenant governor and second governor of Indiana, for whom new society was named. (See above.)

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Governor Whitcomb Boosts Bid For Major Jetport In Indiana

Gov. Edgar D. Whitcomb met with airline company executives in Chicago on August 19 to boost Indiana's bid for a major jet cargo airport in northwestern Indiana.

The governor carried the state's case to officials of 19 airlines which serve Chicago's O'Hare International Airport. He cited several factors which make an Indiana site most feasible:

- The tremendous economic growth that is projected for the counties along Lake Michigan's south shoreline.

- Adequate land available for a jetport in both Lake and Porter counties.

- Proximity to the Chicago area via interstate highways and rail lines.

- Opening of the new Port of Indiana in Porter County.

The governor called attention to a survey by the *Gary Post-Tribune* that showed at least seven major industries in the Gary-Hammond area alone spend more than \$400,000 a year on air travel. More than 65,000 passengers originated from the Gary-Hammond area last year, he said.

Northwest Indiana has 19 major companies with home offices in New York and all make extensive use of air travel, the governor pointed out.

"The Indiana General Assembly is prepared to make the necessary allocation of funds—to be matched by the federal government under the new Federal Airports Act—to make the project a reality," Whitcomb told the group.

A spokesman for the airline executives said Indiana's proposal is sound and one of the best offered so far. The city of Chicago and several other cities in that area are competing for the multi-million dollar jetport, which would be the third major airport in the Chicago metropolitan area.

Lt. Gov. Folz Makes Appointments To Economic Advisory Commission

Seven prominent Hoosiers have been named to the Economic Advisory Commission. Appointments were announced September 2, Indiana Business and Industry Day at the State Fair.

The commission, appointed by the lieutenant governor, is charged with advising the Indiana Department of Commerce on programs to enhance the state's economic growth picture.

The commission was created by the 1965 General Assembly to help the department assess the state's economic needs and offer recommendations for new development programs.

Members represent diverse economic and geographical interests. They are:

- Henry F. Rood, president of Lincoln National Corp., Fort Wayne.

- Frank E. McKinney Jr., senior vice president of the national division, American Fletcher National Bank & Trust Company, Indianapolis.

- Gerald L. Olson, assistant to the chairman, Irwin Management Company, Columbus.

- Ralph B. Sollitt, president of Sollitt Construction Company, South Bend.

- Lawrence P. Holloway, Rt. 1, Colfax, a district director for the Indiana Farm Bureau.

- Clifford K. Arden, president of Teamster Local 215, Evansville.

- Alvin C. Ruxor, president of Ruxor's Ford Inc., Jasper.

Semiofficial Census Figures Show Indiana Maintaining 11th Place

Nationwide semiofficial results of the census reveal that Indiana has maintained its eleventh-place national ranking in population. The Hoosier state posted a 10 per cent gain in residents during the past decade.

In contrast, three of its neighbors—Illinois, Ohio and Kentucky—each slipped a notch from their 1960 national standings. Illinois recorded 8.9 per cent growth, Ohio 8.6 and Kentucky 4.

According to the preliminary reports, Indiana had 5,143,222 inhabitants when the 1970 census was taken, up from 4,662,498 in 1960.

As a result of governmental reorganization in Marion County, Indianapolis now ranks as the nation's tenth largest city, with a population of 742,613.

The report related these national population trends:

- Suburbanites now outnumber residents of central cities by a margin of 76 million to 61 million. Today, 37 per cent of Americans are suburban dwellers.

- Of the 25 largest cities, 13 lost population.

- With the exceptions of Indianapolis and Jacksonville, Fla. (which acquired substantial population through annexations), the urban growth leaders were cities west of the Mississippi River.

- Farm population dropped sharply, from 15 million in 1960 to 10 million.

- Predominantly agricultural states in the midwest suffered population erosion or only fractional increases. States in the high plains and the northern Rocky Mountains failed to make gains.

Official census results will be delivered to the President sometime in November.

Madison Plans Historic Home Tour

The 1970 tour of historic homes in Madison, will be held October 2, 3 and 4. Numbered houses are open to the public and either day or candlelight tours may be taken.

This tour is unique because it is a showing of private homes not ordinarily open to the public.

Each home on the tour has certain outstanding features. There are homes of architectural interest, scenic beauty or historical importance as well as those showing the adaptation of historic homes for modern living.

The 11 homes of the tour provide examples of the Federal era and Georgian period as well as Regency, Victorian and classic revival.

The tour is sponsored by Tri Kappa Sorority.

Paper Company Breaks Ground For Addition To Marion Plant

Allied Paper Company conducted groundbreaking ceremonies on August 20 for a \$1.5 million addition to the firm's manufacturing plant in Marion. The ceremony represented the first use of a law that permits cities to issue revenue bonds to finance construction of an industrial facility.

The company now employs 250 at the Marion plant, which produces school and office supplies. The 150,000 square foot addition will add 200 jobs and is scheduled for completion in February.

The expansion was financed by industrial revenue bonds issued by the Marion Economic Development Commission. More than 20 Indiana cities now are in various stages of developing similar programs.

The approach is a major breakthrough in local industrial development financing. It works this way:

A city council may create an Economic Development Commission, comprised of three members, one named by the mayor, another by the county council and the third by the city council.

The commission is charged with the responsibility of analyzing job opportunities and industrial growth in the city and offering recommendations to improve the industrial climate.

It has the power to acquire land, build a facility or buy an existing structure for industrial use, then lease the installation to a company.

To effect the purchase and negotiate the lease, the commission must obtain an ordinance or resolution from the city council.

Leases are limited to 30 years and the income must be sufficient to pay the principal and interest of the revenue bonds authorized by the ordinance. The agreement includes an option to purchase the plant.

Canaan Fall Festival To Be Oct. 9, 10

The annual Canaan Fall Festival will be held October 9 and 10th. Six years ago the 100 residents of this southern Indiana town revived their festival, which had been discontinued in 1926.

Townpeople from nearby communities also take part in the festival activities, with all residents and participants dressed in period costumes.

Sponsored by the Canaan Restoration Council, the Fall Festival has focused attention on the village and has made possible the restoration of many historical sites.

The festival opens on Friday evening, October 9, and continues all day Saturday. A horse show is scheduled for Sunday.

Activities include an old fashioned parade, Pony Express mail run, heavy turkey contest, Indian princess contest

and Chief White Eye painting contest. (This famous Indian lived in the Canaan area in the early 1800's.)

In Jefferson County, Canaan is located 15 miles northeast of Madison and 18 miles southwest of Versailles.

Cloverdale To Revive 'Olde England'

England of a bygone era—with its pomp, pageantry and merriment—is scheduled to come alive October 8-11 when Cloverdale presents their first Olde English Festival. Community residents hope to make this an annual event.

Festivities will open with a ceremonial parade featuring a changing of the guard at "Buckingham Gate". A queen will also be chosen.

The festival will offer a flea market, art show, auctions, music, a horse show and a "Carnaby Street" for the young and young at heart.

Located in Putnam County, south of Greencastle, Cloverdale is close to both Interstate 70 and U.S. 40.

Industry In Hoosier State Is Subject of Color Film

"Indiana—Discover A New Idea," a new color motion picture about industry in the Hoosier state, is now available to interested groups, schools and organizations.

This film was presented in continuous showings at the Department of Commerce Exhibit at the Indiana State Fair this year. It was prepared as a project of the industrial development division of the department.

Indiana's many facets of industry are highlighted in the film, which uses the theme of Indiana as an island of free enterprise.

Several prints of this 28-minute film are now available on a loan basis.

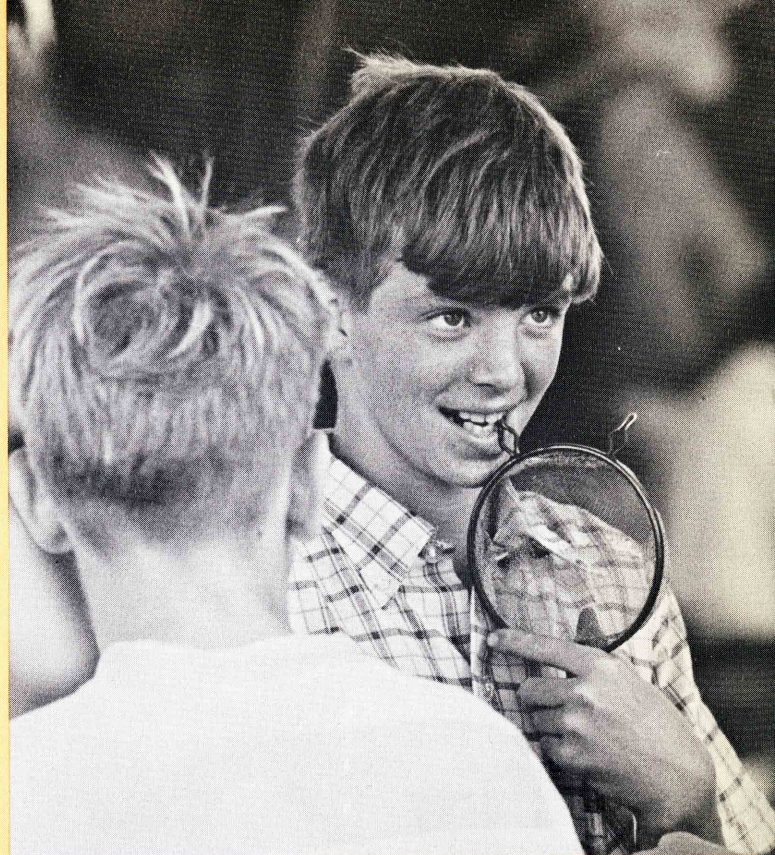
Persons interested in scheduling the new film, "Indiana—Discover A New Idea," for group showings should address their requests to:

Lt. Gov. Richard E. Folz
Industrial Development Division
Indiana Department of Commerce
Room 334, State House
Indianapolis, Indiana 46204

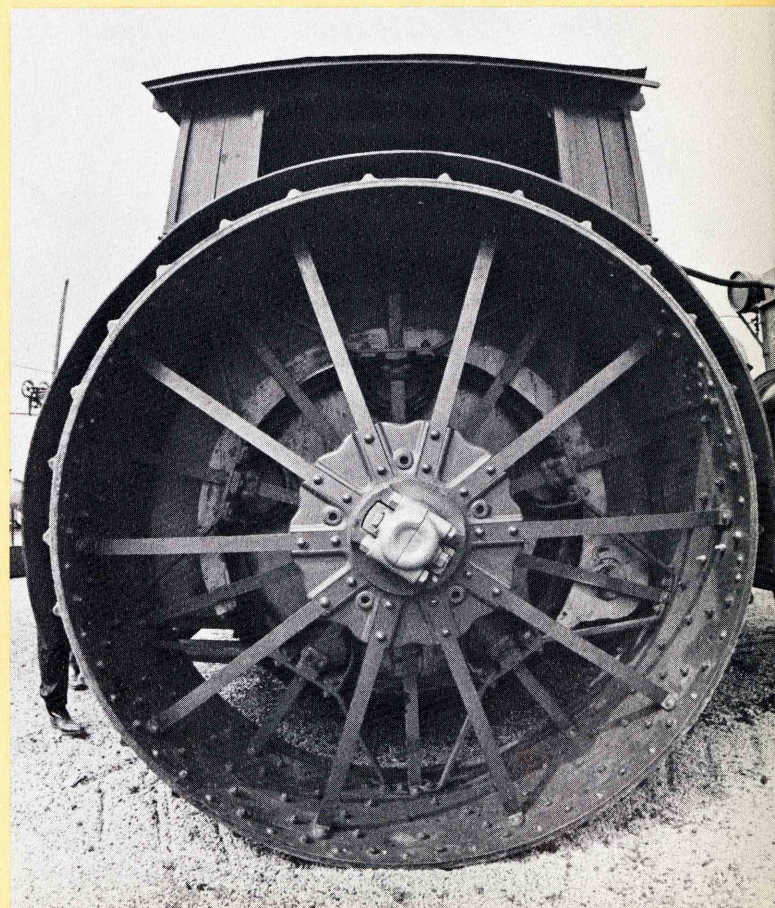
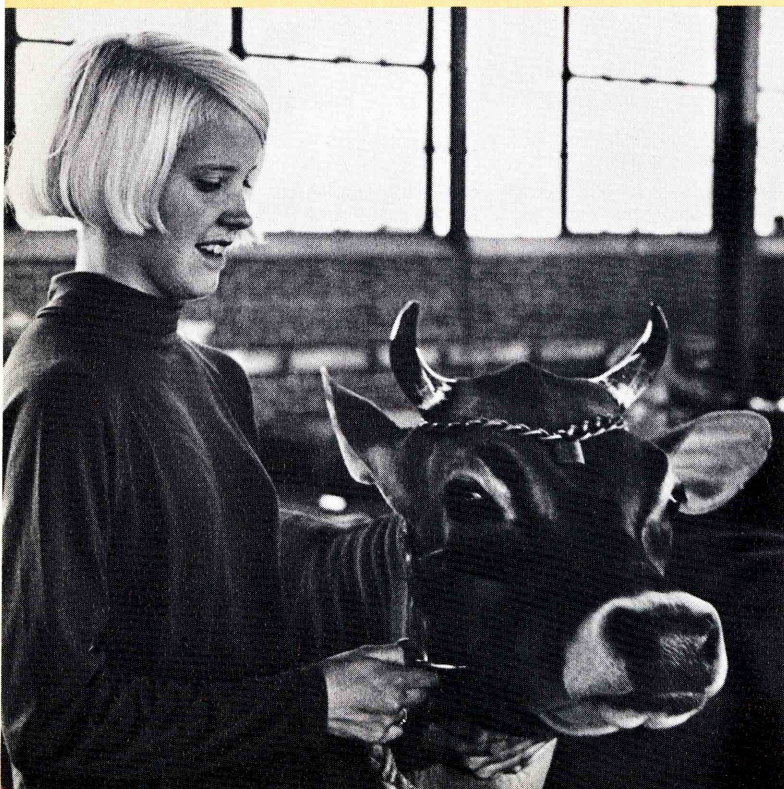
Department of Commerce Staff Activities

V. Basil Kafiris, director of economic research and international trade divisions of the Indiana Department of Commerce, was guest speaker at the August 18 meeting of Elkhart's three Exchange Clubs. Kafiris noted that all countries of the world will be losers unless trade tariffs are liberalized in the future. Although he discussed international trade on the national level, Kafiris concentrated on Indiana, where exports are increasing faster than the national rate.

Here In Indiana



State Fair 1970





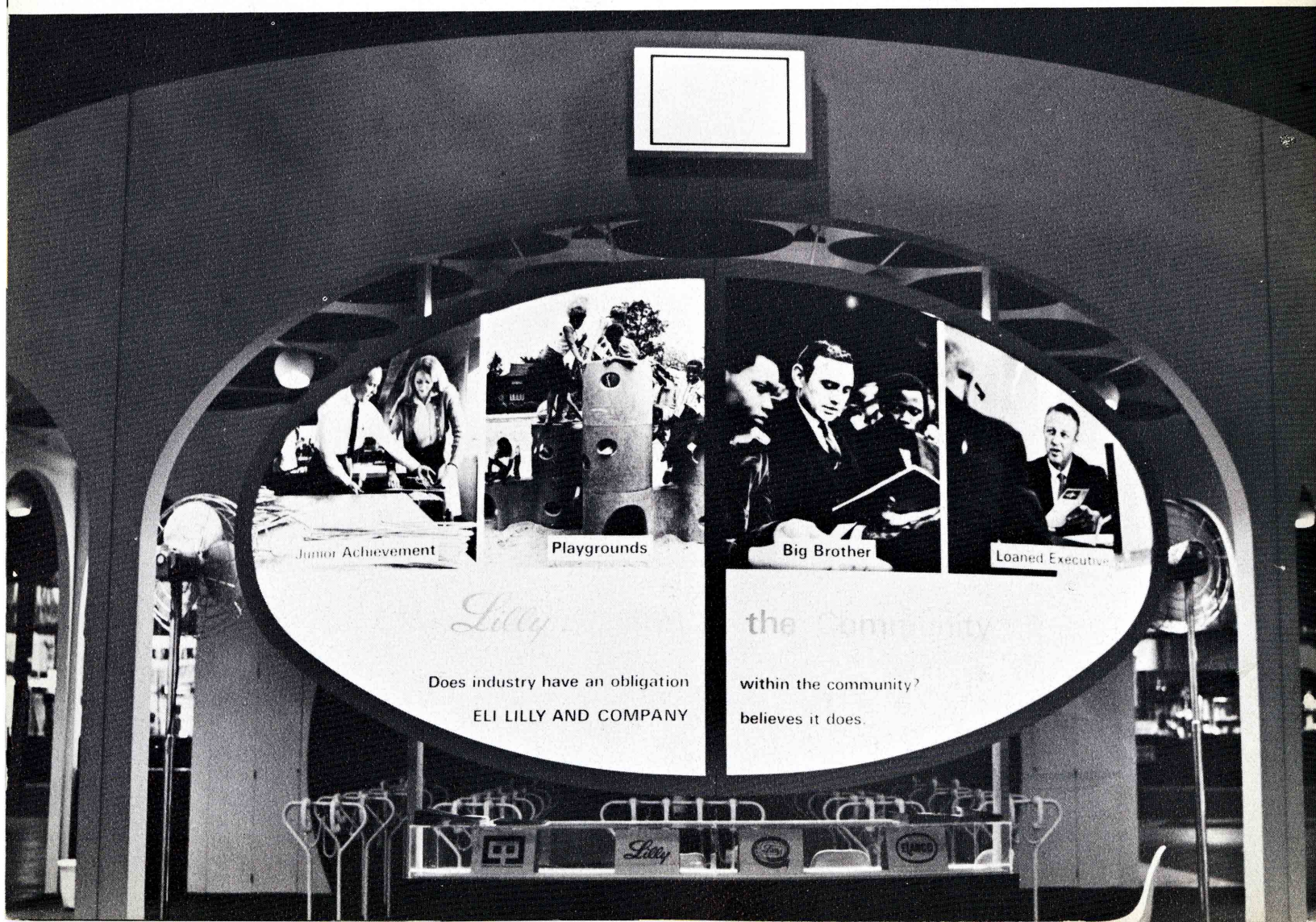
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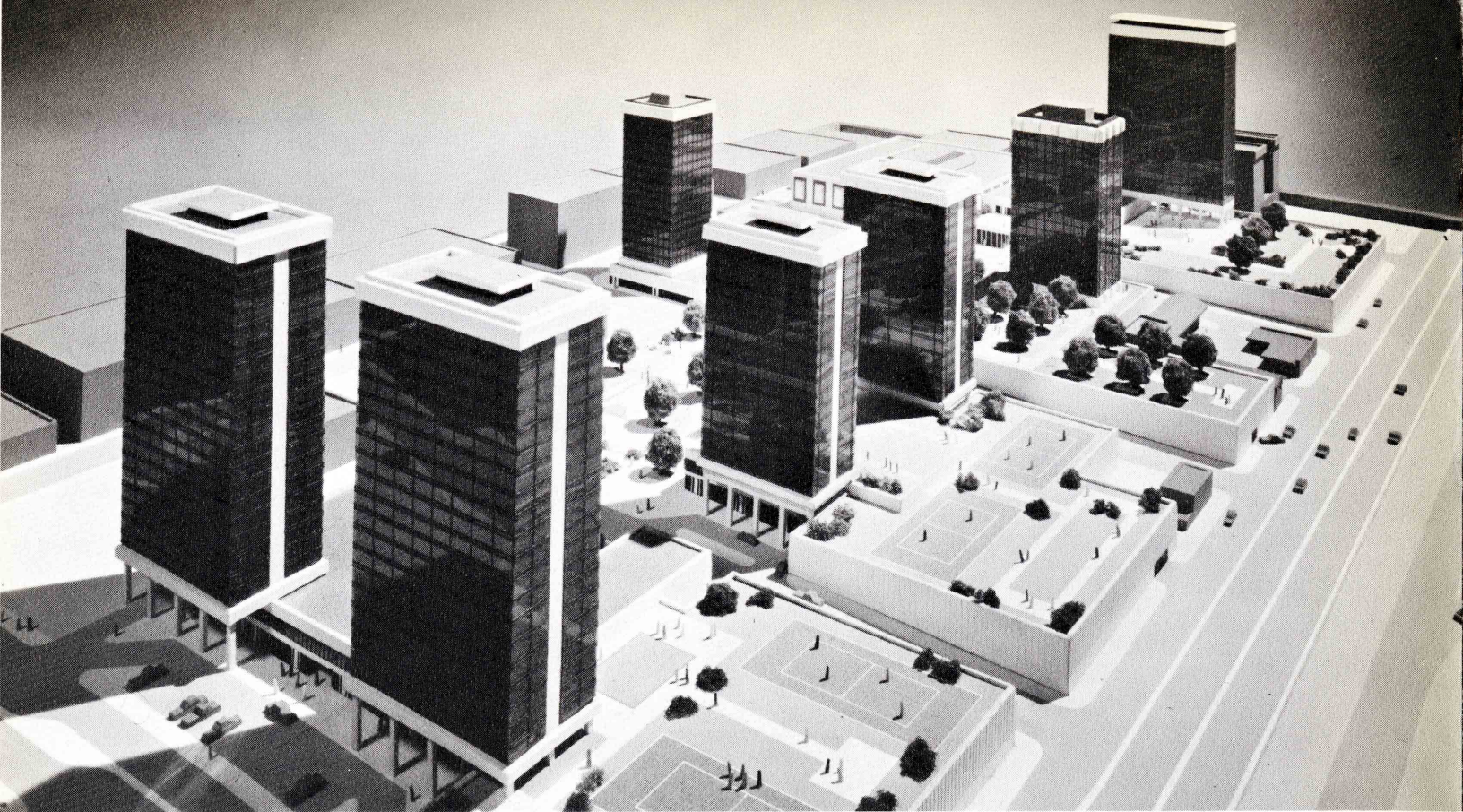


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COVER PHOTO

Robert Indiana's "Love" on the grounds of the Indianapolis Museum of Art.

PHOTO THIS PAGE

A model of Evansville's forthcoming riverside urban renewal project.

BACK COVER PHOTO

Interior of a covered bridge in Parke County.

PHOTO CREDITS

*Photo this page . . . Robert Young Studio, Indianapolis
All Others.....Indiana Department of Commerce*

Commerce and INDIANA

Riverfront Project Planned For Evansville

By Sally Newhouse

Available land, thorough planning, experienced developers—these are the requisites Evansville, Indiana, bounded by the Ohio River to the south, is entrusting to remake its downtown riverfront area into an esthetic, alluring and, above all, profitable area.

Like so many older American cities, Evansville's central city was gradually robbed of its commercial traffic and profit by outlying shopping centers and expanding residential neighborhoods. To counter the decay of the downtown district, and to entice conventions to the 150-year-old southwestern Hoosier city, public officials, civic leaders, merchants and industrialists joined their concern and energies. The result is a \$50 million investment in Evansville's central business district.

Landeco, Inc., a development and construction firm based in Indianapolis, is making the investment and spearheading the urban renewal project. For 1.8 million dollars initial purchase price, Landeco bought the 9½ block (12.65 acres) cleared plot on which the apartment-office-retail complex will be constructed. Specifically, plans call for seven high-rise buildings including four 19-story apartment buildings, two 19-story office towers, and a 23-story convention headquarters hotel, plus specialty shops and a department store. Adding spaciousness, leisure, and beauty to the riverfront development will be a complement of promenades and plazas, fountains and pools, and recreational parks.

Beginning next spring with construction of one of the apartment towers, each six-month sequence should see a

new structure arise, according to Landeco's executive secretary, 28-year-old Joseph S. Brown. Brown estimates the whole venture will span five or six years.

Since the mid-1950's, Evansville (population approximately 150,000) has made concerted strides toward downtown community improvement. The city's redevelopment commission, in co-operation with surveys and with city, state and federal requirements, has managed clearance of condemned downtown neighborhoods. This riverfront project is a move in the other direction—to rebuild the torn-down areas.

Landeco executives are quick to stress that more than the willingness of city officials, more than planners, developers, engineers, and builders, the success of Evansville's riverfront project will depend on the support of the community and the outlying Tri-state area. To encourage this support, they feel the city must provide easy access routes to the entire downtown area, and off-street parking facilities in the area; and that the downtown merchants must continue downtown improvement with their own rebuilding.

Despite its somewhat embryonic stage, the birth of a new downtown Evansville, in symbiosis with the old, promises revitalized commerce for its central business district. The total planning approach is expected to make the river-valley city an example of redevelopment for other medium-sized cities throughout Indiana and across the country.

Interim Legislative Study Committee Recommendations

By Bill Watt

Interim study committees of legislators have recommended nearly 200 proposals for consideration by the 1971 General Assembly, some of them affecting Indiana industry and the state's potential for economic development.

Chief among them are measures relating to pollution control, vocational education, transportation and local government operations.

The study committees wrapped up their work during September and submitted proposals to the Legislative Council for approval. (The council is the clearinghouse for legislative operations when the General Assembly is not in session).

The recommendations by no means represent the bulk of legislation that will be put on the desks of senators and representatives next January. During the 1969 session, some 1,800 bills were introduced. About one-fourth of them were adopted.

But committee recommendations have a better batting average than other bills, according to Edison Thuma, the Legislative Council's executive director.

"The odds on their passage, in some form, are tremendously better," he says.

Quite often, these measures are more technically perfect and have undergone more thorough study.

Pollution Control Proposals

Proposals by a subcommittee on pollution control call for sweeping changes in the state's techniques for dealing with environmental problems.

Its major proposal, "The Environmental Management Act", creates a four-member environment management board with broad policy-making and regulatory powers. Members would be nominated by a committee of legislators, then appointed by the governor for staggered four-year terms. The positions would be full-time with salaries set at not less than \$30,000 per member a year. The board would be composed of one practicing attorney, a profes-

sional engineer proficient in one of the environmental fields, one scientist from the ecological fields and one representative of the general public.

The board would be the policy-making and regulatory arm of a Department of Environmental Management.

The new agency would consolidate the planning and regulatory divisions concerned with environmental control from the Department of Natural Resources and pollution and sanitation control from the State Board of Health.

Indiana now has two part-time boards which operate in the areas of air pollution and water pollution. Their powers would be assumed by the environmental management board.

The board would have these specific powers:

- inspection.

- creation of permit, licensing and certification systems and provisions for administration, submission of plans, reports and fees.

- establishment of state standards, rules and regulations.

- to receive on behalf of the state any federal funds for environmental improvement.

- to represent the state in interstate compacts or other arrangements.

- to regulate fertilizers and herbicides.

- to regulate oil clean-up chemicals.

- to set fees for testing and licensing.

- to restrict discharge of wastes in certain areas such as public beaches and reservoirs.

- to set hearings and hearing procedures and subpoena witnesses or evidence.

- to assess damages.

- to issue injunctions by cease and desist or mandate.

- to assist local governments in setting local standards and establishing local facilities that meet state requirements.

- to take summary action prior to a hearing if the board believes a pollution emergency situation exists.

In addition, an advisory committee of representatives of other state agencies with interests in environmental matters would be created.

The Department of Environmental Management would include a legal division which would have the power to prosecute violators in the name of the state and represent the board in any legal action.

In order to finance the board's and department's operations, the legislative subcommittee recommended a \$2 annual surcharge on each motor vehicle registration and a sewer user charge. Estimated revenue from the sewer tax would be \$20 million a year.

Vocational Education Proposals

The primary recommendation of the Vocational Education Study Committee called for giving Indiana Vocational Technical College equal status with the state universities.

The committee proposed amendments to six existing statutes. Here are summaries of those amendments:

- Increase the size of the board of trustees and further define the role of Ivy Tech to "provide post-high school occupational training of a practical, technical and semi-technical nature."

- Exempt Ivy Tech trustees from obtaining Budget Agency approval of salaries for Ivy Tech personnel.

- Permit persons who contribute to Ivy Tech to deduct 50 per cent of the value of the gift, within limits, as a credit on their adjusted gross income tax.

- Release Ivy Tech from provisions of the Administration Act of 1961 regarding purchasing, printing and personal matters.

- Make Ivy Tech students eligible to receive state scholarships.

- Grant to Ivy Tech all powers presently exercised by state universities regarding acquisition, construction and financing of facilities.

Another recommendation by this committee would provide for state regulation of the activities of private occupational training schools by implementing a system of accreditation.

Transportation Recommendations

The Transportation Study Committee considered a proposal to merge several state agencies concerned with transportation matters into a single department. It concluded that such a consolidation would create as many problems as it would solve and instead proposed a "Transportation Advisory Committee" to serve as a focal point of coordination.

The committee offered recommendations in a broad range of areas. They include:

- Eliminating political considerations in hiring for many Highway Department positions and creating a bi-partisan personnel system.

- Encouraging the policy of advance land acquisition as a cost-saving procedure.

- Broader use and enforcement of highway limited access laws.

- Eliminating proof of property tax payment as a prerequisite for receiving any state license.

- Repealing the oil inspection law, which the committee said now has no value to either refiners or fuel users.

The committee recommended no specific airport improvement program but drafted a statement that Indiana should participate in meeting the objectives of the Federal Airport and Airways Development Act, while recognizing that local matching funds will be required. The committee urged favorable consideration of proposals by the Aeronautics Commission and Indiana Department of Commerce for providing technical and financial support to local airports.

Another policy statement called for greater exploitation of the potential of water-borne commerce on Lake Michigan and the Ohio River.

The committee called for proper funding and staffing of weigh station operations along Interstate highways.

The committee's report also noted that it did not agree on a position in regard to bonding for state highways, calling attention to constitutional problems and difficulties involved in selling bonds.

The Regional Airport Commission drafted a bill setting up an "Indiana Airport Authority" which would not be a state agency as such and could not issue general obligation bonds. It could, however, sell revenue bonds as the Port Commission and Toll Road Commission have done.

The bill is geared to plans for development of a major cargo airport in Northern Indiana but is intended to be broad enough in scope to permit the authority to embark on other interstate airport projects.

The five-member authority would have powers to select a site, buy land, conduct studies and construct and operate airports. It could determine fee schedules and be the recipient of federal funds.

A study committee on local government problems called for enabling legislation to permit planning on a regional level. The bill gives the State Planning Division overall responsibility for coordinating regional planning and developmental activities. The regional commissions would coincide with the 14 economic regions designated by Gov. Roger D. Branigin in 1968.

Proposals To Aid the Consumer

Another committee prepared a uniform consumer credit code and proposed establishment of a Consumer Protection Division probably within the office of the attorney general.

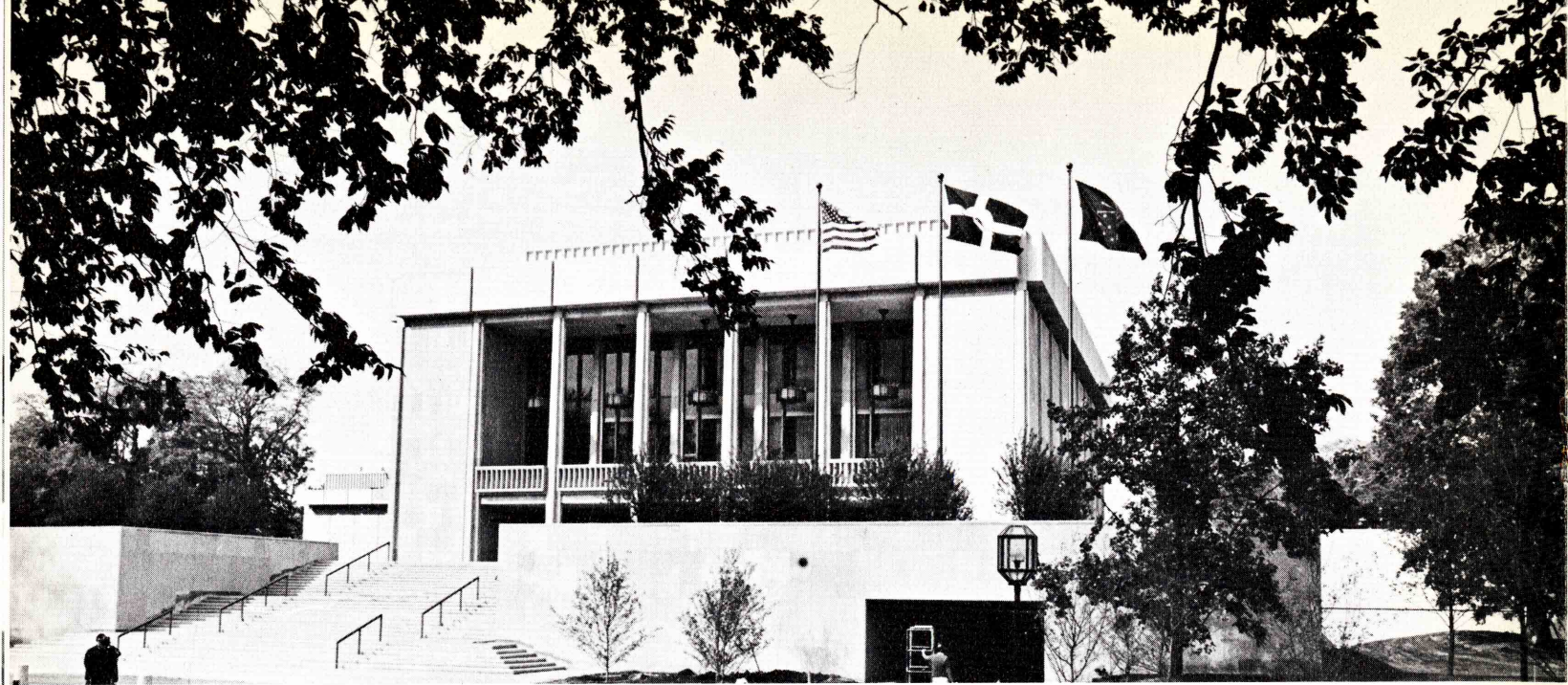
The Uniform Consumer Credit Code is formulated to replace a maze of state usury and consumer credit statutes. The code defines maximum charges and disclosure provisions on loans and sales.

The code sets a schedule on garnishment of wages and alters existing law in that an employee may not be discharged for garnishment.

Criminal penalties are set for those who willfully make excess charges or give false information.

The code would be administered by the Indiana Department of Financial Institutions and gives the administrator broad powers to investigate and prosecute violators through administrative proceedings and civil actions.

The committee recommended creation of a Consumer Protection Division as a clearinghouse for consumer complaints. The division would direct complaints to whatever governmental agency had jurisdiction over a particular problem and could require that the agency notify the division of its action.



Culture Center For the 70's

By Jim Cook

The Indianapolis Museum of Art opened its new doors to the public on Sunday, October 25. Patrons, art lovers and curious visitors alike were impressed by the combination of the building's architectural design and the magnificent exhibits and facilities within, for the museum is one of the world's newest in concept.

Opening attractions included the largest show the Metropolitan Museum of Art in New York has placed on loan. This "Metropolitan in miniature" consists of approximately 150 pieces, ranging from paintings and sculpture to furniture, tapestry and costumes—something from every one of the Metropolitan's 18 departments.

"Overwhelming" and "powerful" are but two of the terms used to describe Indiana's entrance into the seventies in the area of fine arts. The Indianapolis Museum of Art is already being referred to as one of the great museums of the world.

The Art Association of Indianapolis was founded in 1883 and received the necessary financial boost for the continued growth of its art school in 1895. At that time the association was made the beneficiary of John Herron's bequest of approximately one quarter of a million dollars to be used for the construction of an art museum in Indianapolis.

The first permanent art building—the John Herron Art Museum—was completed in 1905. Two more buildings were added to the original structure during later years, the first in 1928 and the other in 1962.

The new museum is located at 1200 West 38th Street, on the grounds of Oldfields, the former estate of Mr. and

Mrs. J. K. Lilly Jr. Oldfields, with its surrounding acreage, was given to the Art Association of Indianapolis in 1966 by the children of Mr. and Mrs. Lilly. Construction of the museum began in April, 1968.

Four phases of construction are planned for this culture center. The Four Seasons Fountain, now being built at the museum entrance, is symbolic of these phases.

The Indianapolis Museum of Art, technically known as the Krannert Pavilion and Plaza, is the major structure in this complex dedicated to the visual arts.

The open-air concert terraces, a series of seven grassy plateaus descending to the stage, are west of the Krannert Pavilion. This graceful area is designed for audiences of about 1200 persons. The setting was used during the past summer for musical productions and ballet.

The Clowes Pavilion, a second building devoted to exhibits, is now nearing completion and will be ready for use by the end of the year.

In the planning stage are an auditorium-theater as well as a garden restaurant and members' pavilion.

Oldfields, the 22-room 18th century French-styled chateau, is now the Lilly Pavilion of the Decorative Arts. Seventy-five thousand people visited this pavilion last year. Of this number, one-third were school children.

The Indianapolis Museum of Art will be a focal point for international news this spring. It has been chosen as the site for the Conference on Cities, to be held May 26-28.

This conference is a forum for those responsible for local government in the North Atlantic community. The con-

ference will be unique, for it is the first meeting where representatives of all NATO countries have gathered for the discussion of urban matters.

"The new museum is one of the finest in the world and will truly provide an exciting setting for the conference," Mayor Richard G. Lugar of Indianapolis said recently. "We are grateful that the museum board and staff have cooperated to make the museum facilities available. It is a fitting tribute to the museum that it be the center of international attention during its inaugural year," he continued.

Lt. Gov. Richard E. Folz, in commenting on the new museum, noted that "the effect of the new facilities of the Indianapolis Museum of Art on the cultural population of Indiana and the nation is substantial."

"This undertaking will have an impact on Indianapolis and the entire state. We are all concerned with how Indiana compares both economically and culturally with other states. There is no question that the overall beauty of the Indianapolis Museum of Art is unparalleled," Folz said.

Carl J. Weinhardt Jr., a native of Indianapolis, is the director of the Indianapolis Museum of Art and a guiding force in the new museum's completion. A graduate of Harvard, with a B.A., M.S. and M.F.A., Weinhardt began his museum work at the Metropolitan Museum of Art in New York City.

In commenting on the role of a museum, Weinhardt noted that many people think of museums only as storehouses of the past.

"This is not true," Weinhardt stated. "The museum's real role is to provide a vital bridge between the past and the future. We preserve the best of man's creative activity throughout history because it has meaning for us today and will have meaning for those who follow us," he said.



opposite page: exterior of the Indianapolis Museum of Art.

this page: exhibits inside the museum.



Methods of Organizing Exports

By V. Basil Kafiris

Director, Economic Research and International Trade Divisions

(Fifth in a series.)

Planning and good organization are necessary if an export firm is to have a profitable export operation. Decisions must be made as to how the export business will be administered. The functions of the firm must be adequately performed by those people with the authority and resources to stimulate, guide, coordinate and control exports.

The organization of a specific export company is usually similar to one of the following variations:

—allied company arrangements and export combination manager services;

—built-in department;

—organization of a separate export department;

—formulation of an export division or subsidiary.

The first two variations will be explained in this issue. Details on the remaining methods will be in future issues.

Allied Company Arrangements Services of Export Combination Manager

These are outside export arrangements rather than a form of export organization. Some United States companies with export experience and well-established channels of distribution abroad sell the products of other non-competitive U.S. companies through their own distributors. For example, a U.S. company that exports appliances in Europe, but does not produce air conditioners, may add to its export line the air conditioners of other U.S. companies interested in exports.

The U.S. Department of Commerce has made an effort to increase U.S. exports through the use of computers. They have been every successful in matching U.S. companies with distributors' channels abroad and with others that do not want to conduct such distributions themselves. This type of arrangement is called the "piggyback technique."

Similar arrangements are made with an export house which acts as an outside export department for the company or with an export combination manager who handles exports of noncompetitive industries in all of its aspects.

An export combination manager searches for markets abroad and distribution channels, does the advertising, manages shipment of the goods and, in general, offers a variety of services for a fee or on commission of sales or both. These arrangements are economical, especially for small companies that do not have the experiences or the financial resources to hire an export manager (to work exclusively with the company) or to establish their own departments.

The disadvantages are obvious. In neither case does the company have direct contact with its customers abroad. Sometimes allied companies become strong competitors of the smaller exporting company. Confusion

sometimes results because export combination managers represent different types of companies with different lines of products. And they do not have the experience or the time to cope with the problems which are associated with the exports of specialized products.

Built-in Department

This is nothing more than a one man operation—the export manager. The built-in department is a utilization of the company's existing personnel. Export work is distributed to persons already involved in the same type of domestic work.

For example, the treasurer of the company is responsible for the financial arrangements, the transportation manager of domestic business for the shipment of goods abroad, the marketing manager for finding distribution channels overseas, etc. The only specialist is the export manager, who coordinates the export activities through the other departments. There are no other specialized staff members. A secretary and possibly an assistant are the only other personnel.

The export manager takes care of the export correspondence, finds distributors overseas and provides the company with information and guidance on export matters. His success depends upon the help that he receives from the other departments of the company which have the personnel, the resources and the authority to promote the business of the company. This type of export business organization is very common. It is popular among small and medium sized companies and probably is good for those that are in an experimental stage of export operations, or for those who export small quantities of non-specialized products and are confined in a few overseas markets.

A company with this simple organization form lacks the ability to make an effective export plan with specific goals and policies. The export functions of the company are subordinated and are not well coordinated for they are performed by the domestic departments.

The domestic way of doing business dominates the thinking of these department heads when they make decisions regarding exports. Many times, the amount of export work done depends on the domestic load.

As the company grows and its exports expand with a variety of products and qualities, the time comes for the establishment of an autonomous entity—the department of exports. The functions of such a department will be analyzed in the next article.

(To be continued in future issues.)

OTHER COMMERCE NEWS

Local Revenue Bonding Programs Are Subject of Commerce Seminar

Two speakers at an October 6 seminar described local revenue bonding programs as valuable tools in gaining new industry.

The seminar at the World War Memorial was sponsored by the Indiana Department of Commerce. Local officials and representatives of economic development groups were briefed on techniques of setting up industrial revenue bond programs.

Under revenue bonding programs, local units of government may issue industrial development revenue bonds for the purpose of purchasing land or facilities, then lease them to industries.

Lt. Gov. Richard E. Folz said industrial bonds offer cities and towns a new financing opportunity that permits them to assist new industries without cost to the taxpayer.

Folz said that the concept of local revenue bonding is no longer in the experimental stage and represents a major breakthrough in financing industry on the local level.

Main speaker at the seminar was William L. Gauntt of Montgomery, Ala., a nationally-recognized specialist in this form of industrial financing.

Gauntt called attention to a 1965 Indiana law which permits localities to issue revenue bonds, calling it "another useful tool that gives you and this fine state one more selling point."

"You may now provide your prospects having strong financial statements with a definite program of 100 per cent plant financing at a savings to them and at no cost to your industrial development agency or your community," he said.

The savings result from the fact that interest on industrial revenue loans, or industrial revenue bond issues, is exempt from income taxes.

"This savings for certain of your prospects can be from one to 1½ percentage points of financing costs," Gauntt commented. "On a million dollar deal amortized over a period of 20 years, this can mean \$150,000 to \$200,000."

Gauntt emphasized the importance of going into detail with industrial prospects on financing questions:

"If you fail to raise the question of financing when you have a prospective industry in tow, you have done a less than complete selling job. It is absolutely amazing how many professional developers have been consistently guilty of ignoring the financing requirements of their clients and prospects, or who have simply made sloppy and incomplete presentations. To do this is to fail to help a customer."

Gauntt also said that local industrial development commissions must do a selling job within the community.

"Be sure that the local people clearly understand that no community tax or back-up is involved. Also be certain



W. L. GAUNTT

that your political and community leadership realizes that you are giving up nothing to make this financing possible."

He pointed out that the current state of the money market is tough, but getting better.

"We have somehow managed to find buyers for these projects right through the worst of this horrible money market. Too many people are using these hard times as an excuse to ease up, to not work quite as aggressively. Easing up is a luxury that we in the industrial development field can ill afford."

Federal requirements in bonding programs were described and Gauntt noted that recent changes have eliminated some unnecessary, costly and time consuming procedures.

After his presentations, Gauntt and three panelists fielded questions from the audience. Panelists were Cecil Fritz, vice president, City Securities Corp., Indianapolis; Walter E. Wolf, Jr., attorney, Indianapolis, and Gerald Seifort, counsel for Indiana Association of Cities and Towns, Indianapolis.

Lt. Gov. Folz Forms Committee To Get New Industry Along the Ohio

An Ohio River Development Committee has been formed to develop a unified and professional approach toward getting new industry in Indiana counties bordering the river.

Lt. Gov. Richard E. Folz announced appointment of three executives of the development committee in late October. They are Gary Becker, Tell City, chairman, and Jack Rucker, Evansville, and Jack B. Curry, New Albany, both vice chairmen.

Becker is an attorney who once was on the staff of the Federal Power Commission. Rucker is industrial development director for the Evansville Chamber of Commerce and Curry is a past president of the Floyd County Industrial Development Committee.

Additional members of the group—representing other Ohio River counties—will be named in the near future.

Folz said the coordinated approach to industrial development is needed if downstate counties are to achieve their potential for economic growth.

Daniel A. Manion, director of industrial development in the lieutenant governor's office, announced formation of the committee on the lieutenant governor's behalf at an Oct. 28 news conference in New Albany.

South Bend Skyscraper Nears Completion

A 200-room Albert Pick Motor Inn will open the first part of December, 1970, in the first skyscraper to be built in South Bend, according to a recent announcement by Albert Pick Jr., president of Pick Hotels Corp. It will be the tallest building in a 75-mile radius of the city.

The \$5.5 million building is in the heart of downtown South Bend, on the site formerly occupied by the historic 67-year old Pick Oliver Hotel.

The new motor inn will occupy 12 floors of the new American National Bank Building, named after one of the two anchor lessees. The other lessee is Pick Hotels.

This motor inn will occupy the west section of the lower level and first floor and will make extensive use of the facilities on the sixth floor, as well as using the floors from the eighth to the 16th.

Parke County Covered Bridges

The 14th annual Parke County Covered Bridge Festival drew thousands of visitors to the "covered bridge capital of the world".

Held in early October, the peak time for autumnal coloring in the southwestern Indiana countryside, this 10-day festival always provides a trip back to a bygone era.

Parke County's 36 covered bridges are sufficient reason for a pleasant fall drive, but the area natives provide much more.

This festival recreates the years of covered bridges in costumes, displays and activities, with the Rockville courthouse square as the hub of activity.

Townspeople engage in such domestic chores as the sas-safras-smoke curing of hams and bacon, pressing cider and hand-dipping candles.

Next to the bridges, the accent is on food. Ham and beans cook slowly in enormous black iron kettles and are served with freshly baked corn bread. Apple butter, still

warm from the caldron, tops hot biscuits just out of the oven. Regular features also include a pancake breakfast with sausage and maple syrup, an ox or beef roast and a block-long grill of barbecued chicken.

Other edibles include many persimmon products (even candy), pumpkin bread and such old time delicacies as corn-cob jelly.

Busse leave the courthouse regularly and follow the marked routes to various covered bridges. Maps are also available for those who prefer to do their own driving—but beware, the roads are extremely crowded.

Covered bridges in the area were built between 1856 and 1917. All but eight are in good enough repair to bear traffic. Each bridge is different, with an architectural personality all its own.

Parke County has a program of preserving its covered bridges which is unmatched in the United States. County officials have cooperated so that whenever a modern bridge has to replace a covered one, a new right-of-way is purchased and the covered bridge is left standing. These bridges are maintained by the County Park Board and the Tourist Association.

A variety of tales and legends are told about the original reasons for covered bridges. The most popular stories say that they were intended to provide shelter for both man and beast in time of severe storms or as a place to soothe skittish horses. Both of these stories are false.

It is true, however, that bridge interiors served as early billboards. And the nickname "kissing bridges" is surely well deserved.

The first covered bridge was originally built as an open bridge, then sided and covered to protect it from the weather. This idea proved so sensible that roofs were put on many existing bridges. Covered bridges, with their protected superstructure, proved much more durable than those that were open to the elements.

No matter what the basic style of the bridge, the portal dimensions were never less than 12 feet wide by 15 feet high. This allowed easy passage for the largest thing on the road—a load of hay.

Rockville is approximately 50 miles west of Indianapolis.



left and opposite: two covered bridges in Parke County, the 'covered bridge capital'.



1917

J.A. BRITTON - Builder

CROSS THIS BRIDGE AT A WALK

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COVER PHOTO

Picture of Jim Yellig, resident Santa at Santa Claus Land

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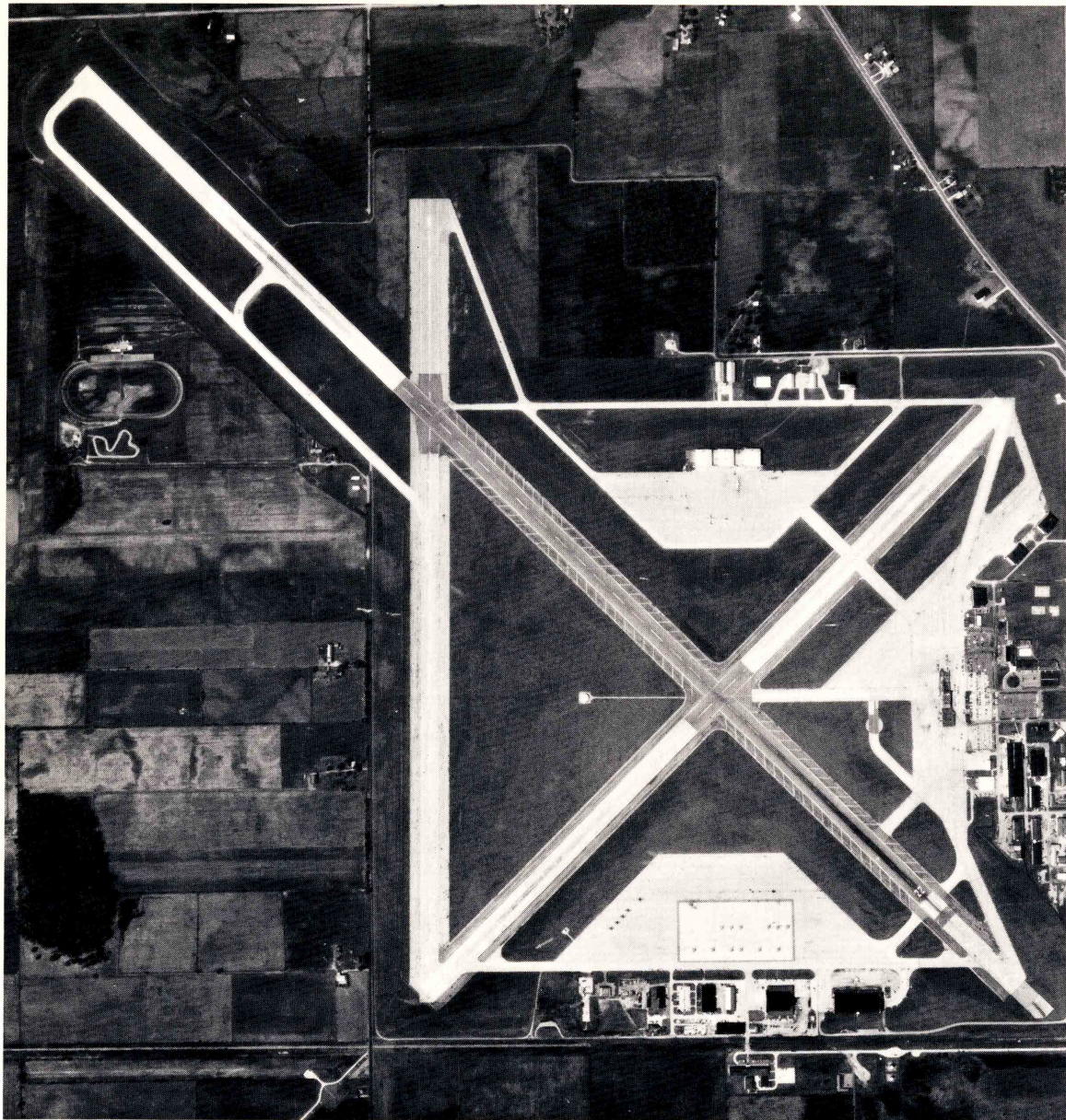
The famous post office in Santa Claus Land

BACK COVER PHOTO

6 year old bedazzled Christopher Varnau

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AIRPORTS

in
Indiana

By Bill Watt

A state airport survey, detecting a direct tie between airport services and economic development potential, has concluded that Indiana needs to undertake a thorough program of airport development during the next decade.

A report, "Economic Development and General Aviation in Indiana", was compiled by the Indiana Department of Commerce and the Aeronautics Commission of Indiana for the 1971 General Assembly.

The findings held that many Hoosier airports are not adequate to serve industries and have only limited capabilities for expansion.

Here are its conclusions relating to the role of aviation in economic growth:

—"Few major corporations are without corporate aircraft. Consequently, few major corporations will select a location where their aircraft cannot operate. Thus, any Indiana community without convenient and adequate airport facilities nearby will be at a severe disadvantage in competing nationally for business investment and employment.

—A Federal Aviation Administration report was quoted as saying: "There is growing evidence, expressed as

vigorous community and industry support, that an airport used primarily by general aviation significantly benefits not only the community it serves but the nation's economic welfare as well."

—"One explanation for the growth of general aviation is the rapid growth in the use of private planes by business and industry. Because of the decentralization of industry, businessmen need quick and convenient access to their plants. Last year one half of all air miles flown in general aviation were for business purposes, and one-third of all general aviation operations were business flights. This is equal to the number of commercial flights. General aviation is growing faster than commercial aviation."

—A 1965 survey by the U. S. Chamber of Commerce of the top 500 companies found that 80 per cent would not locate new plants where there is no airport.

—The FAA survey concluded that airports attract new industry, are a catalyst for business and industrial growth and can be a factor in retaining existing business and industry."

—"For many companies, the demands of competition, supply, and expansion of marketing areas can be satisfied only by having access to good airport facilities. Many rely on their own corporate planes for the convenience and timesaving element in transporting personnel and for quick delivery of small or emergency orders.

—"Industrial development is strongly linked to the existence of adequate airport facilities. Many general aviation airports have spawned the nearby development of industrial parks.

—"Air freight has been increasing 25 per cent every year throughout the past decade."

In light of this evidence, the survey team had as its goal the implementation of a state airport program that would insure that no region of Indiana will suffer in competition for economic growth because it lacked adequate airport facilities.

The researchers identified 126 airports in Indiana, 48.4 per cent of them publically owned, 51.6 per cent privately owned. The trend is toward public ownership.

One good measuring device for comparing services of public and private airports is the length of main runways, because runway length determines the type of aircraft the facility can accommodate. Average length of main runways at public airports was 4,070 feet, compared to 2,650 feet at private fields.

Land—Most Critical Need

The survey team gave an assessment of current conditions at Hoosier airports. It focused on land acquisition, runway improvements, traffic control and supporting facilities.

The report termed land as the component most critical to the operation of an airport.

"In general, most of the airports have insufficient land for future expansion. Practically every future runway extension project will involve purchase of additional land to extend the runways and to provide clear approach zones. Additional land is also needed in many cases for expansion of terminal buildings, hangar and tie down areas, ramp space, parking lots and building set-back lines."

The report said nearly every airport in Indiana needs longer and stronger runways.

"Nearly one-half of all airports have primary runways of less than 3,000 feet in length and only 11.9 per cent exceed 4,800 feet. Thus less than one-half of all airports

are capable of accommodating even the smaller aircraft of the typical corporate fleets. Again, nearly one-half of all airports are without paved runways. Few of these airports can be used by corporate aircraft because of soft runway conditions, ruts, holes and in the case of turbine aircraft, the damage done by ingestion of grass and other particulates into the engines."

In addition, many existing runways are inadequate for modern aircraft because they are not thick enough.

Aircraft parking facilities are quite limited at many airports, according to the survey. In addition, few airports in the state can be considered to be all-weather facilities at the present time because they aren't equipped with sufficient navigational and landing systems for bad weather flying.

"As traffic congestion increases around and airport, so does the need for an airport control tower. Only six towers operate in Indiana."

Projection: Continued Growth

The report had this to say about growth patterns in general aviation:

"Recent studies of the general aviation sector at both the national and state level indicate that growth over the next 10 years will continue to occur at a rapid rate, subject to short term fluctuations of the national economy.

"Nationally, the total hours flown by general aviation aircraft is expected to increase from 24.8 million hours in 1969 to 45.6 million hours in 1981. In Indiana, the total hours are expected to increase from 540,000 in 1969 to more than 998,000 in 1981.

"The highest growth rates are expected to occur in commercial and personal flying. The commercial growth is due to the large demand for air taxis and charter service in smaller communities. The growth in personal flying is due to increased disposable income and increased leisure time. Business flying, primarily of corporate executive aircraft, will continue as in the past to account for the highest activity category.

"What do these growth figures mean to Indiana? They mean that air taxi and charter service will play an increasingly important role for medium sized communities, that an increasingly large number of Hoosiers will fly their own aircraft for business and pleasure, and that more corporate executives will travel by corporate aircraft. These figures also indicate that three times as much jet fuel and twice as much aviation gasoline will be sold. Aircraft sales will nearly double.

"Finally, these figures indicate that Indiana must carry out an aggressive airport development program in order to meet the growing demand and to maintain and improve the state's nationally competitive position for economic development."

Conclusions:

The survey reached these two conclusions about improvements:

—No community, where feasible, should be more than 15 air miles from an airport capable of handling light corporate jet aircraft.

—Any airport developed to handle light corporate jets should have a minimum paved runway length of 4,800 feet.

At this time there are 16 airports in Indiana which meet these standards.

The survey proposed a total of 111 publically owned airports in Indiana by 1981. The report said this does

not represent a significant increase in the total number of airports but would represent a substantial increase in quality.

It proposed that 37 more airports be equipped to handle light jet aircraft.

According to the report, creation of this new airport system would provide modern service to the bulk of Indiana cities. The 37 light jet airports would blanket the state, serving all but scattered rural areas of low population.

What would such a program cost? The report gives this breakdown:

Certified air carrier airports	\$70.8 million
Secondary Airports	8.9 million
General Aviation Airports	32.8 million
TOTAL COST	\$112.5 million
ANNUAL COST OVER	
TEN YEARS	\$ 11.25 million

Under the Airport and Airway Development Act, the federal government makes available to localities grants derived from federal user charges. Examples of these charges are ticket and fuel taxes and aircraft registration fees. The program matches local funds for airport development on a 50-50 basis from an air carrier account and from a general aviation account.

More than \$5 million in federal airport aid is available to the state of Indiana but the report contended that there is no way to match all of these funds without a state airport aid program.

Currently, communities have derived funds for airport improvements through profits and aircraft property taxes and certain non-user funds by means of other property tax revenues.

The report questioned their ability to finance improvements on this revenue base.

Since the federal government already is imposing user taxes, the report suggested that this might be an inadequate source for additional revenue. It suggested venturing into the area of non-user funds because the benefits of an airport system reflect upon a far broader segment of the state's economy than the immediate users. Appropriations from the state general fund are warranted, the report contended.

WHAT OUR NEIGHBORING STATES ARE DOING ABOUT AIRPORTS

ILLINOIS

The Illinois Department of Aeronautics, with a staff of 44 and a budget of 1.1 million a year, regulates an extensive airport system. The state has more than 400 airports.

Funds derived from aircraft and pilot registration (about \$300,000 annually) are allocated to aviation education and safety. More than \$3 million has been appropriated for airport development and improvement. Currently Illinois is building one new airport a year for general aviation. In the last fiscal year 64 airports received state aid. The department now is planning for a statewide system of small airports.

KENTUCKY

About \$2.5 million has been appropriated for the current and following fiscal years for airport development. The Department of Aeronautics has a yearly operating budget of \$250,000 and a staff of 18. Historically, airport development has been limited because of rough terrain. The department of Aeronautics has contracted a private consulting firm for development of a state airport plan embracing five year and ten year programs. Localities are creating airport authorities in order to qualify for state aid. In most cases it will involve 25 per cent participation but could run much higher if a severe need exists and federal funding is not available for a specific project.

MICHIGAN

Michigan's Aeronautics Commission has a staff of about 80 and an annual budget of \$1.3 million, raised through user fees and general fund appropriation.

The 1969 legislature appropriated \$2.2 million for aid-to-airport matching programs. The commission is preparing an interim study for a five year program and maintains a continuing program to survey industrial airport requirements. The commission prepares design and engineering programs and undertaken a safety and airfield marking program.

OHIO

The Ohio Division of Aviation, with a staff of 10 and a yearly budget of \$200,000, has formulated an extensive county airport program. Every Ohio county has an airport capable of handling light corporate jets, but many have not been built to FAA standards. About \$1.2 million of state funds have been expended and local airport authorities have contributed another \$9 million through bond issues. The Ohio program has provided at least 75 new airports in the last three years. More than a score have adjacent industrial parks. Plans call for more state aid to help fund additional programs.

SUMMARY OF AVIATION FACILITIES IN INDIANA

OWNERSHIP 61 public airports 65 private airports

RUNWAY CAPABILITIES

below 3,000 feet (light single-engined aircraft)	59
3000-3900 feet (small twin piston-engine aircraft)	36
3900-4800 feet (large twin piston-engine aircraft)	36
over 4800 feet (small twin turbine aircraft)	15

LIGHTING

high intensity	7
medium intensity	32
low intensity	39
no lighting	48

AIRPORTS WITH BEACONS 51

FUEL SERVICE	YES	NO
Jet fuel	10	116
piston fuel	114	12

* * * *

Our pens are always ready to develop a story. If the idea for one comes to your attention, why not bring it to ours.

MARION, INDIANA

A total community effort in Marion, Indiana, has evolved a new image and endeavor for the city. About five years of planning and expanding the city's Christmas festivities has established Marion as Christmas City, U.S.A. The name is even patented to preserve the city's identity.

Directors of Christmas City firmly believe the idea of Christmas is beautiful—selfless, warm, festive. Together civic leaders decided not to resign the special December season to Christmas cards and private parties. They thought, "Why not foster human relations among community residents of all ages and public relations between our city and others."

So, working through the local Chamber of Commerce, diffused persons organized a calendar of activities to celebrate Christmas. Each year more ideas were made real so that this season, 1970, includes a Christmas parade complete with a queen contest on the Saturday after Thanksgiving and "Advent Sing" on Advent Sunday, and ensuing house decorating competitions, Santa Claus House,

bumper sticker campaign and inclusive Downtown decorating.

The parade kicks off the Christmas City celebration. Organizations of every size and affiliation contribute to the pomp, color and regalia of the Saturday after Thanksgiving. The 13 queen candidates are sponsored by a Marion Civic Fraternity. The winner is determined by how much money in donations to Christmas City, U.S.A. she can collect—each girl being given posters advertising herself and Christmas City. Coin collectors are attached to the posters which are displayed throughout the city.

Marion and the neighboring suburbs bare approximately 60,000 persons. An estimated 8,000 of these citizens join voices in the Advent Sing, formerly a night of caroling by diverse groups, mostly students. The Sunday prior to Thanksgiving, 14,000 subscribers to the local Sunday newspaper receive bumper stickers (vinyl, so they're easy to remove) stuffed in the paper and later that same afternoon, about 500 elementary school children step door-to-



Christmas City, U. S. A.

door offering a color picture postcard of Marion-at-Christmas and asking for donations of any amount to help defray the season's celebrating expenses.

Besides the door-to-door and bumper sticker campaigns, besides the parade, Advent Sing, and house decorating contests, Christmas City, U.S.A. sponsors Santa's House, on the square, featuring the only Santa in Marion as opposed to the customary several Santas per city. The feeling for having just one Santa is that Santa's ardent believers, the children, will thusly avoid confusion often resulting from seeing several Santa's.

Serving to unite all Christmas activities whatever their nature or purpose are the resplendent decorations, dotting the city like freckles on a fair-skinned six-year-old. So festive and gay are the lights and suspended ornaments; they strongly encourage that "glad-all-over" feeling onto all downtown passers-by.

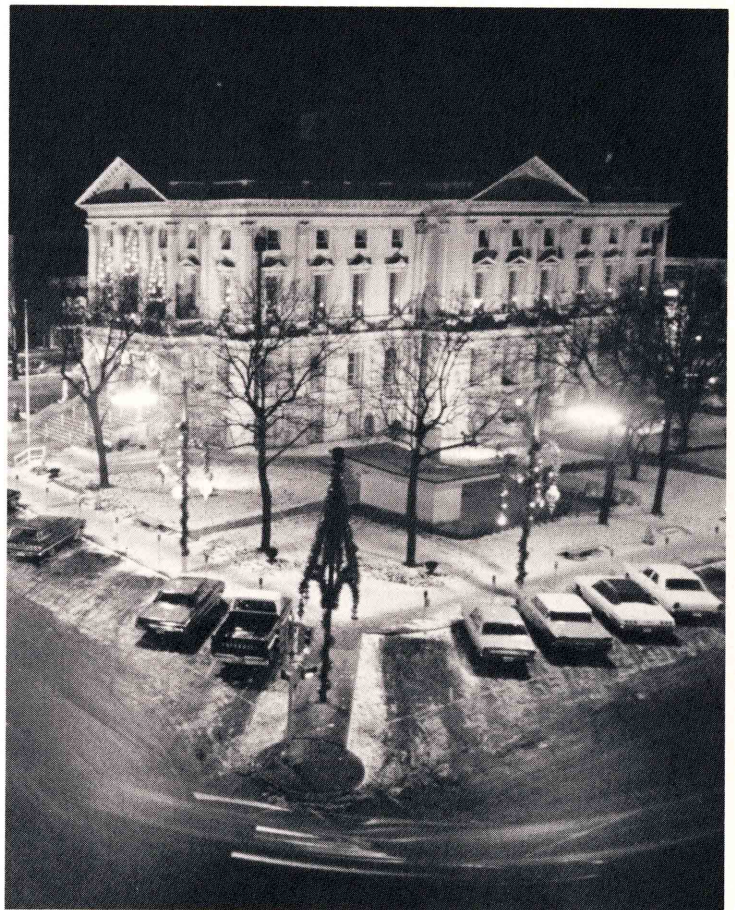
The city is inconvenienced in its decorating efforts by the presence of a resident plastics company whose foremost product is city and shopping center decorations for the Christmas holidays.

The city of Marion as Christmas City, U.S.A. is considered so successful and basic to the community that the local Chamber of Commerce has taken the effort under its fold and dedicated a committee to its continuing success and expansion.

The consensus, after five years and enthusiastic community co-operation and involvement, is over-all success. The particularly gratifying effect, says Bernard McKenzie, president of the Christmas City division of the Chamber of Commerce, "is total community willingness to share the season's spirit together." It seems as much as fostering good public relations for the city, the Christmas City project encourages enviable human relations among Marion's residents.



This is Harry Young, the honorary chairman of Christmas City, U.S.A. Mr. Young is 65 years old. When he was 60, he experienced a unique delight, he saw a dream come true, the realization of Christmas City. Mr. Young is Christmas City's ideaman, the man who saw the community's potential in a Christmas season joined by all, and worked toward that end. Our congratulations.



A CENTURY GAIN

A century by most any standards is a long time, and when those 100 years are filled with experience—in this case community planning experience, the effect is improvement.

Indiana's Division of Planning has added to its staff a "faculty" of seasoned planners whose expertise total more than one hundred years.

Originally from South Bend, Indiana, the new chief planner for local communities is Robert Huff, bringing 30 years of experience to the Division. Huff was appointed Director of Planning for South Bend in 1952, and during recent years has operated his own planning firm in that city. A 1942 graduate of Illinois University's School of Planning, except for a tour of active duty in the U.S. Air Force, Huff, since 1942 has held a number of planning positions in the Midwest.

Chief administrator for state planning, Jack Wood adds 28 years of experience. Wood holds degrees in Planning from the University of Illinois and the University of Liverpool, where he studied as a Fulbright scholar. He later taught planning at the University of Illinois and at the University of India. He was a partner and associate planner with the Harland Bartholomew firm in St. Louis for thirteen years, and while with that firm was in charge of the "Economic Feasibility Study for the Burns Harbor Port." Wood has also been a consultant for the United Nations and the State Department in several foreign assignments in Brazil, India and Turkey.

Wood will assume responsibility for the economic and housing analyses now under way, the state airport and aeronautics plan, and the state-federal project review procedure. He will also organize and direct the state's housing plan and implementation program. He will design a long-range program of identifying and financing the state's needs for building facilities—a job in which he will collaborate with the Department of Administration and the State Budget Office.

These chiefs, combined with the extensive planning experience of their staff, allow the entire Planning Division to prepare Indiana professionally and confidently for the future.

Other new staffers include Dick Henderson, a principal planner under Huff, with 20 years of experience; Eugene Waterstraat, like Henderson, a principal planner for local communities with 21 years active experience; Philip Houser, a new associate planner for local development; and associate planners for state planning, Stephen Grubbs and Craig Norman plus senior planner Mrs. Judith Carley.

Featured below, left to right, are Key Division of Planning Administrators Robert Huff and Jack Wood, and Industrial Development Staffers Ned Hollis, Brett Keene and Frank Pope.



TEAMWORK WINS

If you know the two-fold purpose of the Division of Industrial Development in the Department of Commerce—to encourage new industry into Indiana, and to encourage expansion in Indiana of existent industry—then the purpose of mailing lists, advertisements, additional personnel and seminars may seem obvious.

Perhaps not so obvious is the degree of work entailed in expanding a division from one "liaison man" to a work force of four, each with his own special area of expertise.

The State's corps of four industrial developers has in two years created an inclusive mailing list of utility companies, Chambers of Commerce, realtors, bankers, business men and "just interested persons," plus sophisticated advertising items and campaigns, and seminars and guest-talks.

The Division director, Daniel Manion, does just that—direct and co-ordinate the division. His assistants Brett Keene, Ned Hollis, and Frank Pope concert their efforts on community development (i.e., helping a community become more saleable to industry), servicing industrial prospects, and financing and taxation respectively.



Daniel Manion

Yet every effort of the industrial developers is directed to help the private, profit-making sector of enterprise in Indiana, not to expand state bureaucracy. As Manion explained, "Government can't make a profit or generate local pride. But by encouraging those who are out to make a profit and those who are proud of their community, the industrial development division can continue to preserve the atmosphere that has truly made Indiana what we affectionately call the island of free enterprise."

Still to be incorporated into the division program are area meetings between business leaders throughout the state and Lieutenant Governor Folz. These forums will serve to inform the Lieutenant Governor, as director of Commerce, about problems stumping Indiana industry.

Co-operative efforts between private enterprise and the State seem to personify the cliché, "when everybody helps, everybody wins." In this case, business and communities win economically and the Division of Industrial Development wins success from its efforts.

A Peek Before The Gavel Drops

The General Assembly session which convenes in January will deal with many proposals affecting economic development.

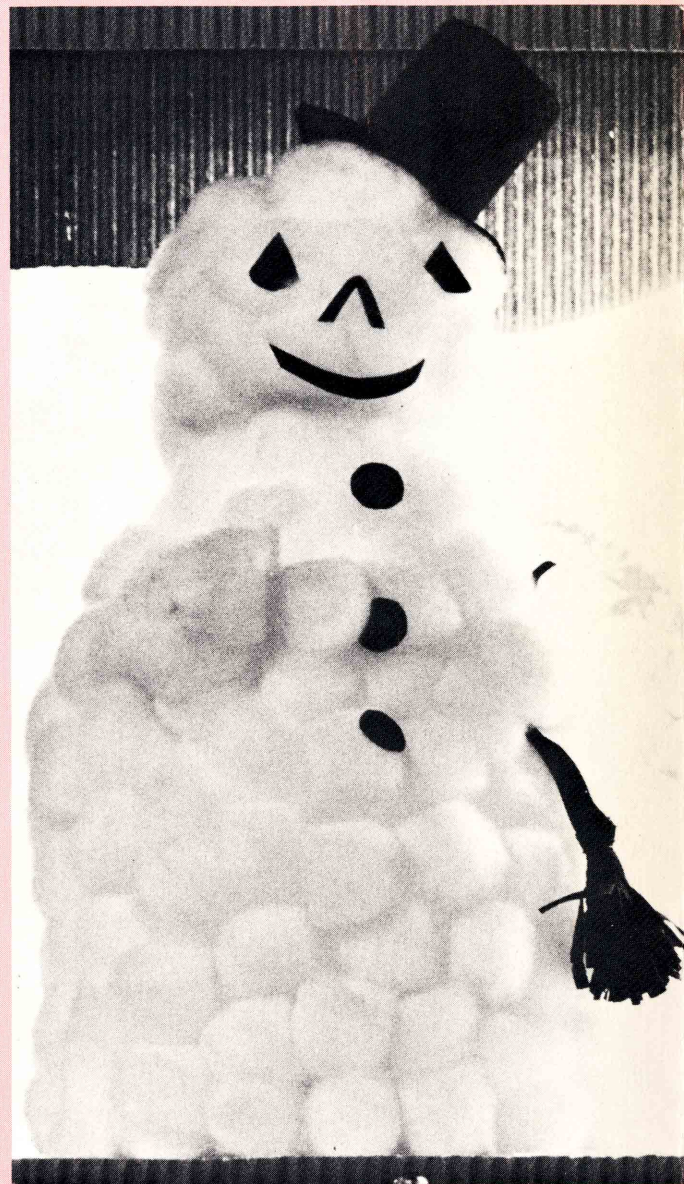
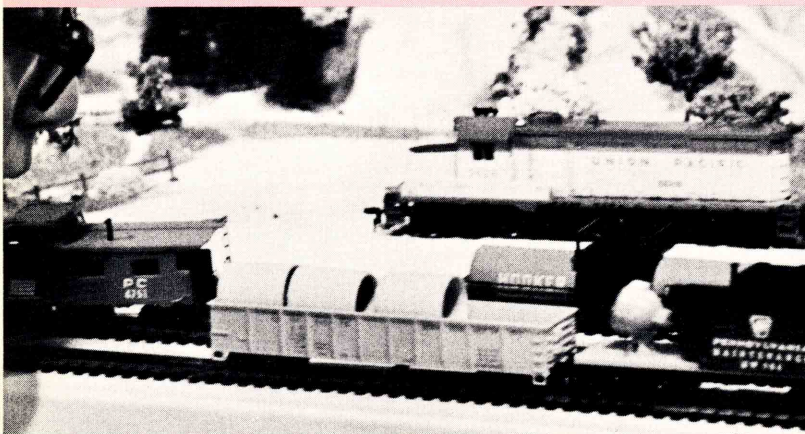
The Indiana Department of Commerce has carried out many projects aimed at determining the state's most pressing requirements for maintaining a business climate that will insure continued growth. The department, in cooperation with universities and private groups, has studied in detail the factors which have bearing on our economic capabilities.

This joint effort of the department, university personnel and private associations has resulted in recommendations for state programs. They include measures to improve transportation facilities, housing, industrial development financing, tourism development and promotion, and local and regional planning.

Subsequent issues of *Commerce and Indiana* will include detailed reports of legislative action affecting Indiana economy.

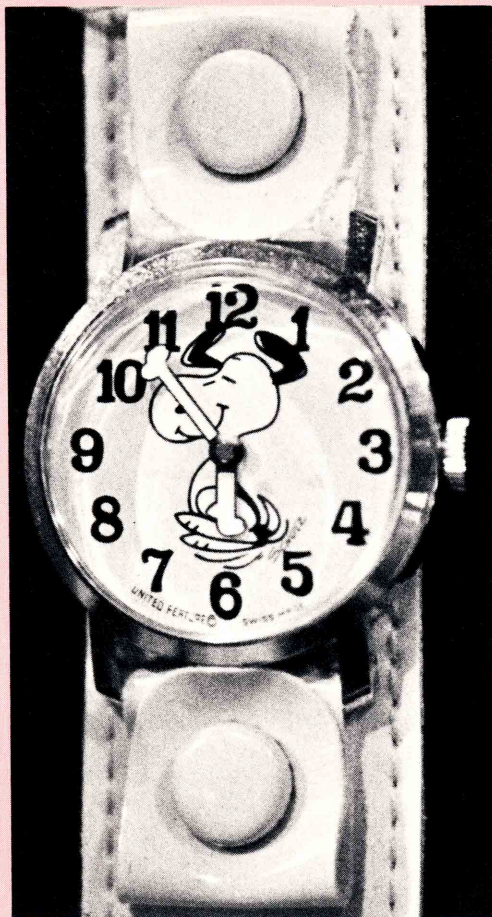
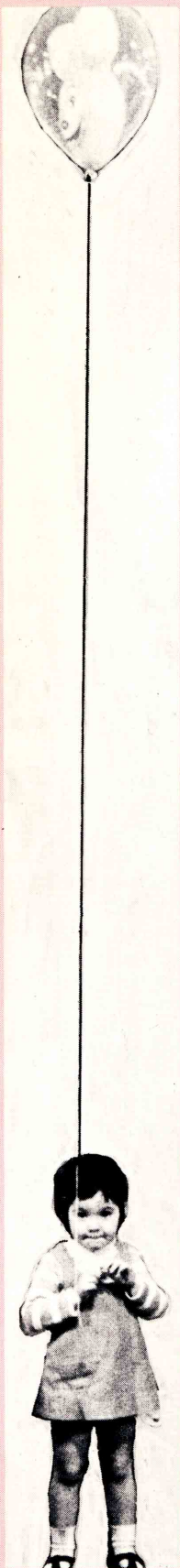
CHRISTMAS

is something to hold on to



Pictures shown on these two pages were taken by staff photographer Mack Thomas at this year's annual Christmas Gift and Hobby Show. The Indianapolis show is attended nationwide and is reputedly the world's largest of its kind.





Students Become Consumer Conscious

By Sonya Saunders



Sonya Saunders, at 23, is Director of the Office of Consumer Affairs in the Indiana Department of Commerce. Thus, it is under her auspices that the new state endeavor of consumer counseling in economics is guided.

Graduated with a double undergraduate degree from Kansas State University, Manhattan, Kansas, in 1969, Sonya has managed to use both her journalism background and her experience in consumer economics—her two areas of concentration in college—as she fulfills her job expectations.

Since she joined the Department of Commerce in June, Sonya has busied herself with making the Consumer Affairs Office a real aid to consumers. Primarily, the Office is concentrating on establishing local consumer councils in various counties. In turn, these councils can help consumers evaluate local problems in the market place and show them how to affect the

legislature in areas of their concern.

The Office of Consumer Affairs is ready to help you and your community in any way possible. Do not hesitate to write for information.

The Federal vocational education program of 1963 was amended in 1968 to include consumer education as a vital part of home economics. This amendment stated that the vocational emphasis must be consumer-oriented and set aside specific funds for the consumer program.

With national attention focused on the rights and responsibilities of the consumer, education and information appear to be the logical long range solutions to present day consumer problems.

All areas in the fields of homemaking education can be consumer-oriented, which is not a new approach for Indiana schools.

In the summer of 1970, 53 educators met to determine which schools in the state would test the pilot consumer education program before a final program could be adopted within the vocational home economics curriculum.

This fall, 22 Indiana high schools began participating in an experimental pilot program that incorporates consumer education in homemaking classes.

According to the President's Committee on Consumer Interests, "an educated consumer will stop and think about the consequences to both himself and the economy of his ultimate action in the marketplace."

The process of making wise decisions is taught by stressing the importance of thoroughly reading and comparing the label information on clothing and appliances before buying.

Food classes not only stress the importance of good nutrition and well balanced appetizing meals, but also emphasize the economical advantages of choosing foods that are in season and/or in good supply when planning menus.

Students are being taught to understand that alternate choices or courses of action are open to them and that their individual decisions are based on their personal priorities and desires.

The importance of reading and understanding a warranty before buying, or a contract before signing, are other areas of study.

Money management is also being taught in the pilot classes. A 9th grader can learn the values of financial planning by working out a budget for a weekly allowance.

Credit cards and their extended use, and mis-use, is another subject for discussion. According to the Federal Reserve Bulletin of June 1970, credit outstanding on bank card plans alone increased 225 per cent during 1968-1969. Classes are being taught the dangers of overspending through careless use of credit cards.

These, along with other consumer problems and relevant suggestions, are being discussed through the vocational home economics consumer education pilot program.

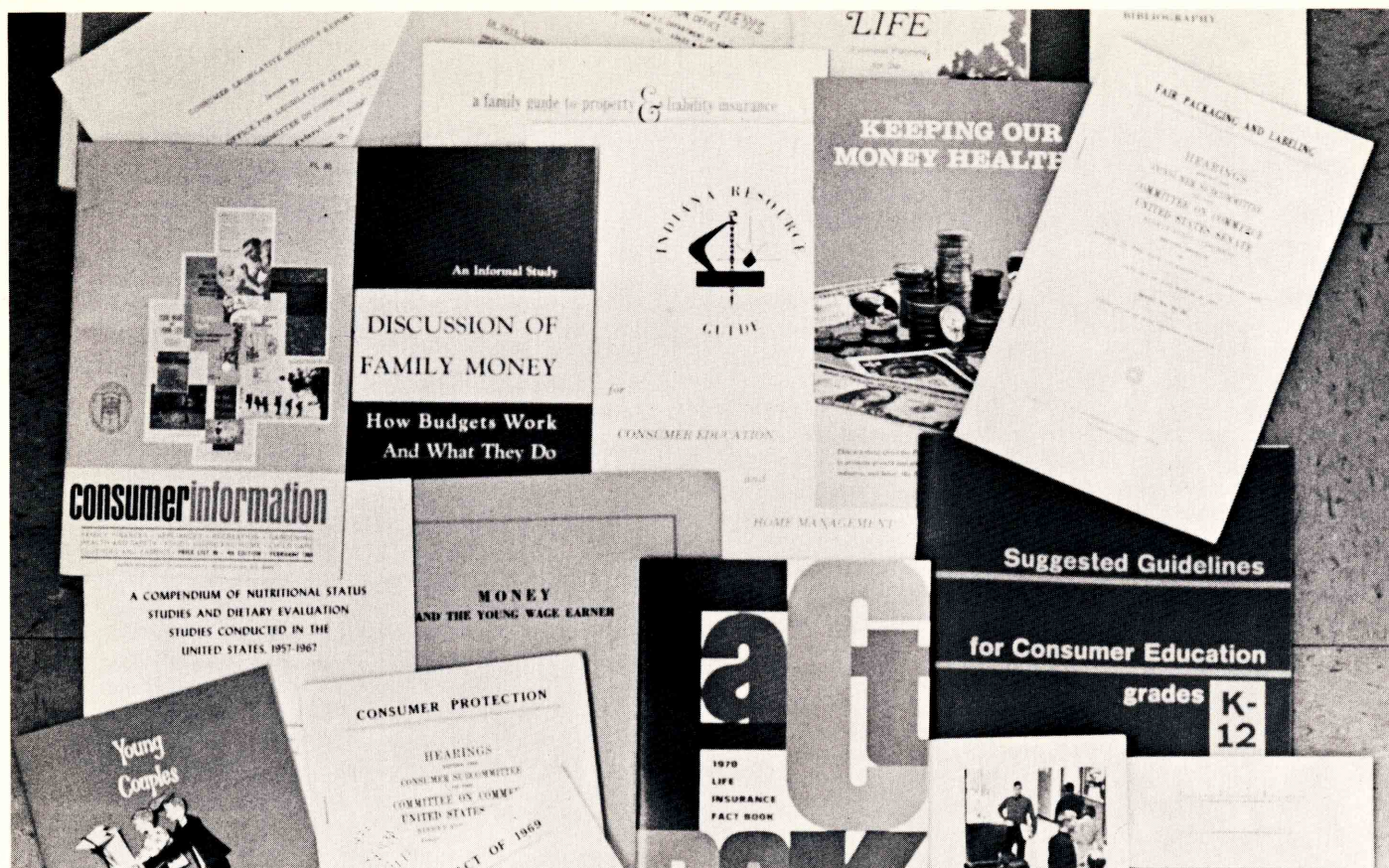
The working definition of consumer education is "... the preparation of individuals to manage total resources in order to develop a satisfying life style within the framework of personal and group values."

This was further defined with four recommendations for consideration in the program:

—teaching how to make knowledgeable decisions in the marketplace that reflect personal and family conditions, aspirations and needs.

—teaching how to be an active and constructive participant in those endeavors or programs aimed at improved consumer practices.

—teaching how to attain adequate goods and services for a satisfying life style.



—teaching how to use, maintain, care for and dispose of goods and services to the maximum of satisfaction.

In the consumer education curriculum, the student in the classroom becomes the consumer and decides what he will accept and what he will reject. Various teaching methods are implemented, including films, original skits and pop songs. Class members also may take part in the spontaneous re-enactment of various consumer-oriented situations, such as a customer returning unsatisfactory merchandise or a new clerk trying to make a good impression on both the customer and the manager.

The teacher in one pilot class asked her students to make a collage, using cut-outs illustrating what their purchases would be if they had "X" number of dollars to spend. Selections made by the different students revealed a great deal about their monetary values.

Major curriculum decisions are made at the point of interaction between the pupil and the teacher. The curriculum guide will be re-evaluated and revised in December according to the various experiences of the pilot classrooms this semester.

Even students in the ninth grade are interested in consumer economics but they do not fully respond by just sitting and talking. For this reason, the pilot teachers are interested in methods of participation that illustrate the relevance of consumer affairs to the students' daily life.

An evening adult education course in family money management is being offered this semester at Sullivan, Indiana. This free course is sponsored through the cooperation of the South West School Corporation and the Indiana Department of Public Instruction.

Mrs. Dale Phillips, Sullivan home economics teacher, and Mrs. Mark Royer, Terre Haute business teacher, are leading the 10-week course at the Sullivan high school. Approximately 75 persons attended the opening weekly two-hour sessions.

Objectives of the family money management course are:

- to develop an awareness of the relationship of financial problems and decisions to the family standard of values.

- to enable interested adults to gain factual knowledge concerning major financial transactions—such as consumer insurance, investments, home ownership, estate planning and social security.

- to provide supplementary material and information so that class members can find the answers that are pertinent to their individual problems.

Each week a guest speaker tells about their specific area of interest in the financial world. The first speaker discussed renting a house versus buying. He also talked about home improvements and gave buying tips and credit suggestions.

Mrs. Barbara Maves, chairman of the Indiana Consumer Advisory Council, is scheduled to meet with the group in November to explain the role the council plays in helping the consumer.

Other topics being covered by the course include wills and inheritances, taxes and new tax forms, consumer credit and frauds and swindles.

Class participants receive a folder with weekly supplementary material. The purpose of the informal class meetings is to provide information and to arouse awareness in consumer affairs. There are no tests or term papers.

Wholesaling — The Growing Link

by V. Basil Kafir

Director, Economic Research and International Trade Divisions.

(The following article was written for "Survey of Wholesale Trade," a publication issued this month by the economic research division of the Indiana Department of Commerce.)

Wholesaling, the link between manufacturing and retailing, is commanding proportionately greater significance in the distribution of consumer goods as manufacturers produce more goods and consumers tastes continue to expand.

As of 1967 Indiana had claimed 1.8 percent, or \$8.3 billion, of the nation's \$358 billion wholesale sales, and slightly more than 2 percent of the nation's wholesale establishments.

Number of Establishments: The 1967 figure of 7162 wholesale establishments in Indiana marked a decrease of 95 establishments since 1963. A majority of wholesale business groups suffered a reduction in the number of wholesale establishments. Seven increases in wholesale outlets ranged from 0.4 percent to 9.8 percent for Machinery, Equipment and Supplies. Tobacco and tobacco products experienced decreases as great as 14.3 percent. 1967 figures show Petroleum and Petroleum Products owned the greatest number of establishments (1216). Machinery, Equipment and Supplies ranked second with 1113; Motor Vehicles and Automotive Equipment third with 809 establishments; and Farm Products and Raw Materials fourth at 649.

Number of Employees: Indiana wholesale trade establishments in 1967 employed 76,691 people. This represents an increase of 18.2 percent over the 1963 total. There were great individual increases among various business groups, for example 136 percent for Piece Goods, Notions and Apparel. Only four groups showed employment decreases of 2.5 to 0.9 percent. Most establishments employed between 10 and 15 persons.

Machinery, Equipment and Supplies was the largest employer in 1967 with 12,949. Groceries and related products ranked second with 9841 employees, Motor Vehicles and Automotive Equipment third (9735 employees) and Petroleum Products fourth (5442 employees).

Payroll: All seventeen business groups experienced payroll increases between 1963 and 1967. The total state payroll in 1967 was \$502,539,000 or 37.7 percent greater than in 1963. Increases for specific groups ranged from 13.8 percent to 82.3 percent.

Machinery, Equipment and Supplies was the payroll leader showing a total payment of \$99,909,000. Groceries and related products was second (\$62,348,000); Motor Vehicles and Automotive Equipment came next (\$57,385,000); and Electrical Goods fourth (\$37,340,000).

Wholesale Sales: Indiana wholesale sales climbed to \$8.3 billion in 1967 an increase of 29.4 percent over 1963. All groups experienced increases in sales over the period.

Groceries and related products lead all other groups in dollar volume of sales in 1967 with a \$1,248,580,000 total. Sales from Farm Products and Raw Materials ranked

second (\$1,157,897,000); Machinery, Equipment and Supplies third (\$977,270,000); and Petroleum and Petroleum Products fourth (\$853,876,000).

Business Scope

Deserving special note are the four business groups that accounted for 50 percent of all economic variables analyzed: Machinery Equipment (15.5 percent), Petroleum Products (17.0 percent), Groceries (10.8 percent), Motor Vehicles (11.3 percent). All of these categories except Petroleum accounted for a greater percentage share of employment, suggesting a greater scale of operation.

Three of the four groups had a smaller share of sales than their respective share in the number of establishments. The one exception is Groceries which has the highest slice of wholesale sales, 15.0 percent, despite ranking fourth in the number of establishments. On the other hand, Petroleum Products stores which have the lowest share of all employment; (7 percent) also have the lowest share of sales (10.2 percent).

There are two groups that each have attained enviable positions in one type of measurement: Electrical wholesalers have the fourth highest share of payroll (7.4 percent); Farm Products wholesalers hold second place in volume of sales (13.9 percent).

Regional Scope

Region 8, which comprises the Indianapolis metropolitan area, is by far the greatest wholesaling region in Indiana. It holds 25.9 percent of all establishments and accounts for 43.5 percent of all wholesale sales. Similarly, it employs 34.7 percent of all employees and pays them 37.4 percent of all payroll.

Four other regions hold a sizeable share of Indiana wholesaling. Regions 1, 2 and 3 in the northern part of the state, and Region 13 in the southwestern part of the state account for 41 percent of all wholesale establishments and generate 37.7 percent of all sales. Wholesalers in these four regions employ 42 percent of all employees and pay them 42.5 percent of all payroll.

All five regions mentioned above hold a significant and increasing share of all variables analyzed. Comprising only 66.9 percent of all establishments, the five regions share 76.6 percent of all employment, and an even higher share, 79.9 percent, of all payroll. Still more surprisingly, these five regions generate 81.2 percent of all wholesale sales.

Wholesaling has been transformed into a highly centralized, large-scale operation. Two-thirds of all establishments employ three-fourths of all employment, pay four-fifths of all wages, and have sales exceeding four-fifths of all wholesale sales. So, possibly, what is to be discussed soon is not an industrial or retail revolution but a revolution in wholesaling. In any case, the outcome of change will not be the elimination of wholesaling as a function but the increase of its critical role as an economic link in the United States, and specifically, in the Indiana economy.

Whitcomb Encourages Anti-Pollution Drive

An anti-litter campaign has grown into a full-fledged anti-pollution attack to be led for the benefit of all Indiana business and industry by Governor Edgar D. Whitcomb.

The Pollution Control Headquarters, as the office will be officially called, will serve as a clearing house for ideas against air, water and land pollution. Governor Whitcomb will head the board of directors. To guide the affairs of the office, the State intends to hire an executive director, with experience in environment control, and a secretary. This "two-man" staff will also put up and periodically change the office's showcase of displays, which will illustrate pollution-abatement methods.

Projected date for inception of the not-for-profit Pollution Control Headquarters is early January. The estimated 40,000 dollar budget, needed primarily for salaries, will accrue from business industry donations, according to Governor Whitcomb.

The anti-pollution drive will be based in Indianapolis across the street from the State Capitol in the Trailways Bus Terminal Building.

State Parks Without Fees??

In the hope of making Indiana more competitive with neighboring states in the tourist business, Governor Edgar D. Whitcomb announced he will propose to the 1971 General Assembly that all admission fees to state parks and recreational areas be discontinued.

It is anticipated development and expansion of all areas including McCormick's Creek State Park, Dunes State Park, and Salamonie Reservoir will encourage Hoosiers to enjoy Indiana's resources.

Alternatives for recovering the money originally obtained by admission fees are under consideration.

1971 Farm Predictions

A prospectus of 1971 looks for Indiana farmers like a replay of 1970 in many respects.

According to *Economic and Marketing Information For Indiana Farmers*, prepared by the agricultural staff of Purdue University, earnings for a single farm in 1971 should be comparable to those from 1970. Output is even expected to increase one to two percent. But that menace to the dollar, ever-present inflation will probably reduce purchasing power by four to five percent.

It is not likely that the over-all American economy will improve until the middle of 1971.

The State of Indiana, according to the Purdue analysis, can anticipate a net income loss of two to five percent. Inflation plus a projected three percent reduction in the number of farms explain the loss. However, even a two to five percent loss shows 1971 as a favorable year trailing only Indiana's three best agriculture years, 1965, '69 and '70.

More specifically, net earnings for 1971 will depend greatly on the type of farming. For example, Purdue's agriculture staff predicts 1971 earnings to be sharply reduced for hog producers, laying flock operators and farmers badly hit by the corn blight. Slight earning losses may be felt by dairy farmers. On the other side of the economic coin, beef cattle farmers can expect a slight net-income increase over 1970 and corn farmers who escaped the blight are expected to enjoy substantially higher incomes.

Indiana farmers will probably notice an increased demand for their products since average income per person is increasing and American population is still growing. Also, foreign markets are expected to increase their demands for Indiana farm products.

Tokyo Bound

Mid-America's agricultural scope and excellence will be brought to Japan's attention by way of the Mid-American Food Exhibit, to be shown in the U.S. Trade Center in Tokyo, April 12-17, 1971.

The exhibit is expected to expand markets for agricultural products, both processed and unprocessed, into Japan. Ultimately, it is hoped mid-America's food products will reach the entire international trading community.

MIATCO—the Mid-America International Agriculture-Trade Council—is sponsoring the agricultural trade fair. Purdue University and State Departments of Agriculture throughout the Midwest comprise MIATCO. The trade council was formed to assist the Midwest's agriculture-business agencies in expanding international markets for their produce.

Indiana agri-business firms wishing to exhibit processed or unprocessed foods in the Japanese market should contact Dr. W. S. Farris, Agricultural Economics Department, Krannert Building, Purdue University, Lafayette, Indiana, 47907.

* * * *

Accurate Products Company of Indianapolis has announced a new easy-to-use merchandising technique for warehouse distributors of automotive parts.

The new idea is a catalog—in itself not a new concept; the organization and design, however, of the catalog is new. It allows a distributor to order all supplies from one supplier.

* * * *

Who do you know that might benefit from receiving COMMERCE and INDIANA?

EXPORT EXPANSION

In cooperation with Indiana University School of Business, the U.S. Department of Commerce invites Indiana manufacturers to participate in a program designed to initiate or expand export sales. The program provides participating firms with an international market study describing export opportunities for the firm's products. Each project is tailored to a particular company and its products, and carried out by a Master's Degree candidate in Business Administration majoring in international business.

Each student works with a firm near his university and has the following tasks:

1. To investigate the activities and operations of the company;
2. To examine its capabilities for export business;
3. To assess overseas market opportunities, using statistics, market research, economic information on various countries, etc.;
4. To prepare export action recommendations in a formal report.

Preparation of the report is monitored at each university by a professor who insures that his students submit realis-

tic, complete and pragmatic reports, appropriate for use by operating executives. The program is directed at manufacturers having less than 300 employees who are not exporting on a limited basis. Each firm is asked to contribute \$25 towards the students travel and research expenses.

Firms interested in participating should write directly to:

Mr. Ronald Demer
Special Assistant to the Director
Bureau of International Commerce
Room 3013, Code 805
U.S. Department of Commerce
Washington, D.C. 20230

or

Basil Kafiris
Director
International Trade and Economic Research Divisions
Indiana Department of Commerce
336 State House
Indianapolis, Indiana 46204

INDIANA COMPANIES RESEARCH

Wide-ranging research by Indiana industries during the past decade is leaving imprints in outer space and deep within the earth.

Scores of Hoosier companies are involved in America's space programs and their research facilities have resulted in technological innovation in missile guidance systems, solar reflectors used in space, and satellite navigation and tracking gear.

A steel company subsidiary has developed a special cement for use in extremely deep oil wells.

One firm is responsible for breakthroughs in development of undersea motors while another company has fashioned improvements in submarine detection equipment.

These sidelights are encompassed by the "Indiana Research Facilities Directory", just published by the Indiana Department of Commerce.

The department's Economic Research Division surveyed Hoosier industries, government agencies and universities to pinpoint the extent and type of research undertaken in the state. Part of the questionnaire called for comments on notable research findings during the past 10 years.

The above-mentioned accomplishments represent only a sampling. The electronics industry—one of the state's economic mainstays—has been particularly prolific in its endeavors to come up with new processes and products.

Significant—and sophisticated—changes are being wrought in electronics, metallurgy, petroleum technology, plastics, medicine and agriculture as ideas keep pouring forth from Indiana research laboratories.

Those efforts have resulted in better automotive components and improvements in diesel engines. Disease-battling antibiotics and a measles vaccine represent other achievements.

Private enterprise in Indiana has brought to a diet-conscious America whole new product lines in nutritional and dietary food specialties.

These efforts are being duplicated in other areas: glass-making, magnetic tape, cleaning compounds, pollution control devices, herbicides, valves, pipes and hoses.

The Jenn-Air Corp. noted that it produced the first man-made laboratory tornado in 1964. A Bendix Corp. subsidiary built aircraft engine control systems designed to operate in temperatures as hot as 1000 degrees Fahrenheit.

The directory lists industrial, university and governmental installations which conduct research and describes the type and scope of their endeavors.

The publication estimates that Indiana companies employ more than 6,000 research personnel. University research staffs total nearly 5,000 and government agencies add another 2,000.

No accurate figures are available on the money expended for research and development but half of the industries responding to the survey included their research budgets. That compilation totaled \$140 million in 1968, a three-fold increase from the 1960 levels.

University research facilities, the report states, are concentrated in Lafayette, Bloomington and Indianapolis. Four-fifths of the industrial research facilities are located in the northern half of the state.

The survey identified 148 industrial research facilities, 94 university research facilities and 22 run by government agencies, hospitals and foundations.

Information for the directory was collected and prepared by Max L. Moser of the Economic Research Division.

I.U. To Conduct Housing, Economy Studies

The Bureau of Business Research, Indiana University, has been awarded two contracts for a housing study and regional economic analysis by the Department of Commerce.

Attempting a balance between rural and urban development, the economic analysis of the fourteen development regions of the state will include employment, income and population projections, and development potentials in the various regions.

The housing study involves estimates of housing needs and resources, housing supply and needs, effective housing demands, and methods of financing.

The two studies are part of broader studies being prepared by the Division of Planning of the Department of Commerce.

Financed partly by a grant from the U.S. Department of Housing and Urban Development, the contract awards total \$61,500.

G.E. Expansion in Mt. Vernon

Completion of the first phase of an expansion of General Electric's polycarbonate plant in Mount Vernon was recently announced by Dr. John F. Welch, general manager of G.E.'s plastics department. When completed in 1972 the project will raise the total plant capacity to more than 70 million pounds a year. Production was at the 25 million pound level.

Welch pointed out that this expansion will bring G.E.'s total investment in Mount Vernon to more than \$75 million.

The plastic product, given the trade name of LEXAN, will be used primarily for consumer and industrial items that require unbreakability and high flame and heat resistant. A newly developed optical grade of LEXAN is currently being used in some 1971 model cars for unbreakable tail light and headlamp lenses. Another recent use of LEXAN is for the unbreakable and transparent helmets worn by the Apollo astronauts.

Bridging "The Gap"

Visiting Marion College on November 20 as guest lecturers were three aids to Lt. Gov. Richard E. Folz. The guest speakers included Steven M. Coons, John K. Snyder, Jr., and Bill Watt.

Lt. Gov. Folz and State Treasurer John K. Snyder spoke at an alumni dinner that evening.

The focus of the visit was to discuss with Marion students the role of youth in government. This college session was the second of a series.

Inside the Department . . .

V. Basil Kafiris, Economic Research and Foreign Trade director in the Department of Commerce, spent the first week of December in Washington, D.C., attending the second annual State International Trade Conference. Among the topics discussed were "New State Programs That Have Been Effective," "Developing Federal-State Policies," and "Overseas Promotion-Trade Missions and Trade Shows."

* * * *

Indiana's Division of State Planning sponsored an open-forum, day-of-conversation among local planners from throughout Indiana December 4. Prominent state economists, business and professional leaders, and representatives of local government assembled in Indianapolis to contribute ideas to the state's planning program.

The symposium, "Dimensions 70," was held at the Atkinson Hotel. Its purpose was to suggest development goals for the state for the next decade, recognize and analyze relevant problems and opportunities, and offer solutions and courses of action.

* * * *

Dan Manion, director of the Industrial Development Division of the Department of Commerce, and Brett Keene, an aide, met with representatives of R. W. Booker and Associates, Inc., St. Louis engineers-planners in Lawrenceburg on November 19. The subject of their meeting was the development of an industrial park area on the outskirts of the community.

On November 20, Dan Manion spoke in Evansville with legislators about the development of Evansville's port system. It was the third such trip he has made.

For several weeks Ed Beaman and Dan Manion of the Industrial Development Division have been attending meetings aimed at encouraging the development of airports around the state.

The Indiana Information Retrieval System (INDIRS) is a computer memory bank recently installed in the Department of Commerce. It provides a reference source for current, significant, socio-economic data on the cities, counties, and regions of Indiana. The information is prepared by the Bureau of Business Research at Indiana University for the Division of Industrial Development.

A Blend of Yesterday and Today

By Jim Cook

"Santa Claus" is concerned. He sees the environment suffering from neglect and abuse, citizens wearing thin from pressures and hectic pace. But this concern isn't just a fad or a result of recent publicity about polluted resources and frayed nerves. Several years ago he took the initiative to preserve the Christmas spirit, the result is a park of fun, Santa Claus Land in Santa Claus, Indiana. Now, he is leading a new effort to develop a planned, model community around the children's park.

118 Years Ago

Santa Claus, Indiana became official on a cold and wintry Christmas Eve 118 years ago. A group of early settlers of German origin had gathered to discuss the concerns of their little settlement in northern Spencer County. At least one of the most pressing problems at this time was the question of what to name their colony. As the villagers were pondering this issue, the village Santa Claus walked in and the idea for the name of the community was borne. Santa Claus, Indiana, was henceforth the settlement's name.

The community has grown little in population since then but it has grown considerably in stature. Today a settlement of fewer than 50 persons hosts an average of 50,000 tourists each year.

The idea for a fun, open children's park was conceived by Louis Koch, a landowner in Spencer County. He particularly felt the need for preserving Santa Claus and an uncommercial notion of Christmas not just during the holidays but year 'round. In 1946 Mr. Koch, in a sense a plain-clothes Santa Claus, converted his country home and adjacent property in the area into a children's park, calling it Santa Claus Land.

One might expect Santa Claus Land to be a winter attraction only. To the contrary, much of the charm of the park is found in the natural surroundings of wooded hills and fresh spring-fed lakes. Nature's bounty in Santa Claus lends itself to summer oriented interests, too. The carousel, the pioneer train, the Santa Claus Land rail-

road, ferris wheel, boat rides, roller coaster and sea-horse rides are just a few attractions to assure a fun-filled visit for all ages. A trip through Pioneerland entices you to actually feel you are traveling a country road during the time of Lincoln. And viewing the Pioneer and Wyandotte Indian Villages are icing on the fantasy cake served by your hosts at Santa Claus Land.

And of course to the delight of the children, the jolly old gentleman himself is there from Easter to Christmas Eve.

Today A Model Community

Like his father, Louis, Bill Koch envisioned the possibilities of developing this abundantly endowed area, and has set to work to effect a thriving community.

Koch is presently converting two thousand acres into a resort land for vacation visits and year-round residence. Christmas Lake Village, the project name, is planned as a convenient community for recreation and relaxation.

Like a second car, the second home is becoming a reality for many families—a place to escape pressures, fast-pace and routine. As Koch remarked, "What we want for the people who choose to locate here is unique vacation and residential domain for people who enjoy beauty, convenience, and the ultimate in pleasant living.

The Village will be reserved for the private enjoyment of the landowners. There will be adequate sewage and water, a shopping center to serve area homeowners, plus private well-lighted, all-traffic roads. And an Industrial Park is also in the works as is a 300,000 dollar airport.

By Indiana standards, Spencer County is considered a depressed area. Presumably, this model project will reverse the assessment of Spencer County.

In this region of Abe Lincoln heritage and Mother Nature's blessing, Santa Claus Land exists for Hoosier enjoyment. If you belong to the ever-increasing fraternity of those who yearn for serenity, glad-times and days removed from clocks, then treat yourself to a visit with Santa Claus and his embellished environs.

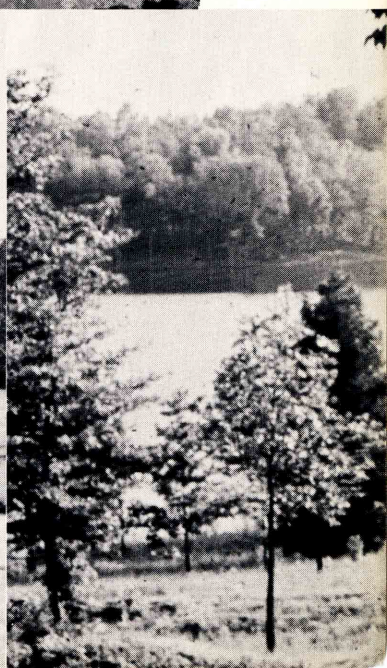


Top scene—example of the "second home" many are building around Christmas Lake.

Middle—view of a small-craft, boat dock.

Left bottom—a shot of Christmas Lakes' championship golf course.

Bottom right—a glimpse of the development's serenity.



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